

# ADMINADVANTAGE

The Exclusive Online Magazine for Administrative Professionals

February 2017



## 6 Ways to Improve Your Workplace Health and Wellness

### FEATURES:

San Francisco  
Please, Help! My Boss Is Hitting on Me  
Smart Site Selector

A publication of  
**Deskdemon.com**  
North American edition



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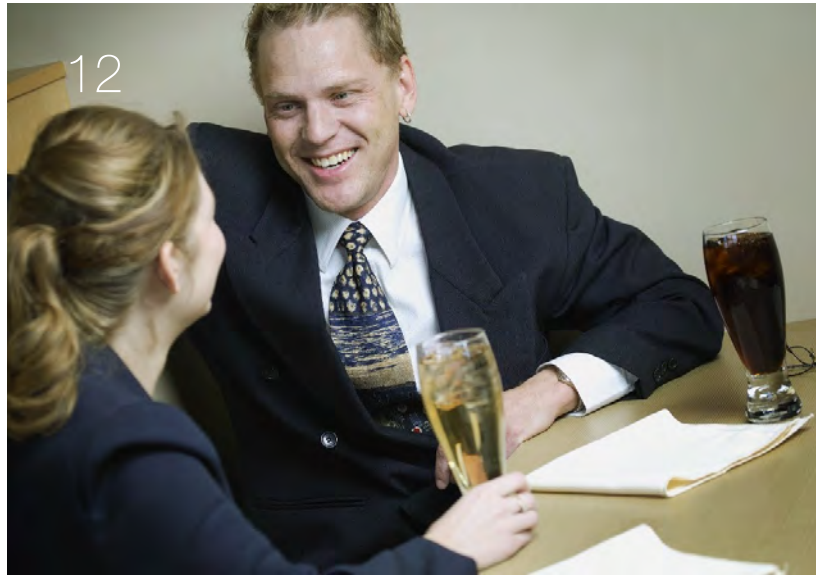
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# 6 Ways to Improve Your Workplace Health and Wellness

By Brandi Britton, OfficeTeam

**W**ith most people spending a good portion of their waking hours at the office, chances are you're reading this at work. The problem is that administrative professionals often neglect their health and wellness during these hours at work. ▶▶

There are a number of reasons for this. One, it's easier to pay attention to what we eat at home, when we have more time and ready access to fresh produce. But at the office, many of us succumb to the siren call of vending machines, nearby restaurants and your well-intentioned worker's candy jar.



Two, we're frequently too busy and exhausted to devote any time to exercise Monday through Friday.

The start of a new year is prime time for a renewed commitment to health and wellness. Small changes in your workplace habits can make a big difference. Here are six tips:

**1. Make use of fitness programs.** According to an OfficeTeam survey (<http://officeteam.rhimedia.com/2016-11-17-Uneven-Views-On-Work-Life-Balance>), 27 percent of workers cited access to fitness facilities or programs as the most valuable health and wellness benefits. These perks can come in the form of an on-site gym, free or discounted gym memberships and exercise classes.

Employers provide these benefits to retain their top performers and because healthy workers take fewer sick days, resulting in less disruption in the office environment. So don't feel guilty about setting aside time during the day for health and wellness. Go to the gym and lift weights or walk on the treadmill. Take advantage of lunch-time exercise classes to increase your heart rate and endorphin level. If your company has a sports team, sign up to get a good workout and deepen inter-office relationships at the same time.

**2. Make wise food choices.** Do you work with an avid baker or generous boss who brings in sweet treats? While these foods taste good,

all that sugar and fat is doing nothing for your health and wellness. Perhaps that's one reason 43 percent of HR managers we surveyed said their company offers healthy food choices for their employees.

If your workplace doesn't supply healthy snacks, plan ahead and bring your own. Make sure they're something you love, so you're not tempted to ditch the rice cake in favor of the vending machine candy bar. Some healthy and satisfying options for noshing at your desk:

- **Fresh fruits and vegetables**
- **Raisins, prunes and other dried fruits**
- **Nuts and seeds**
- **Individual packs of peanut butter or other nut butters**
- **Edamame**
- **Beef jerky**
- **Pouches of tuna, salmon or chicken**
- **Hard-boiled eggs**
- **String cheese**
- **Yogurt with granola**

Don't forget beverages. After a cup or two of morning coffee, switch to water — not soda or high-sugar lattes. Besides getting much needed hydration, especially during these dry winter months, drinking lots of water means you'll have plenty of opportunities to stretch your legs as you walk to the restroom and back.

## WORKSMART



### **3. Take advantage of health and wellness incentives.**

A top workplace trend is for companies to reward employees for healthy behavior. Forty-eight percent of HR managers surveyed said their company offers incentives to workers who meet certain goals, such as losing weight or quitting smoking. These rewards and prizes run the gamut, ranging from cash and gift cards to contributions to healthcare accounts and reduced healthcare premiums.

You're leaving money on the table when you don't participate to the fullest extent, so go ahead and get that flu shot, participate

in an annual biometric screening and keep track of how many steps you take daily.

**4. Cut down your stress.** Your mental outlook is a big part of your overall health and wellness. Besides, who doesn't love on-site massages? In our survey, 37 percent of HR managers said their company offers stress management resources.

So sign up for mid-day yoga and meditation classes, or that seminar on mindfulness at work. Taking such courses during the workday is especially important for working parents, who

have very little time in the evenings and on weekends to devote to health and wellness.

In addition, customize your office environment so you're happy to spend time there. Open the shades to allow in daylight, which boosts your serotonin levels and lifts your mood.

Being around nature can reduce stress as well as purify the air, so bring in some easy-to-care-for plants. If your administrative job doesn't require frequent face-to-face interactions, put on headphones and listen to soothing sounds or music as you work.


**5. Improve your workplace ergonomics.** Do your neck, shoulders or back hurt after a day at work? If so, you may need more ergonomic equipment. Since many administrative jobs involve sitting, looking at a computer screen and answering phones, you need furniture and devices that keep you comfortable and pain-free.

Receptionists should use a good microphone headset so they don't have to scrunch their shoulders. Desk-bound employees could benefit from an adjustable-height desk and well-designed chairs. If you enter lots of data, make sure your wrists are well supported and that the screen is at eye level so you don't strain your neck looking up or down.

**6. Take frequent breaks.** Even with state-of-the-art ergonomics, you need to get up and move

around. Too much sitting is associated with weight gain, body aches and potentially serious health issues like blood clots.

Try to build walking breaks into your day. For example, take the train or bus instead of driving. If you drive, park at the back of the lot instead of near the entrance. Use the stairs, not the elevator. If you have time, pick up the package rather than having it couriered. And don't be a workaholic. Organize your time so everything is done during regular business hours.

Workplace health and wellness is not difficult to achieve, but it may require you to make adjustments to your daily routine. The results will be well worth the effort, though, as you'll have more energy at the office and at home — not to mention fewer visits to the doctor. 

*Brandi Britton is a district president for OfficeTeam, the nation's leading staffing service specializing in the temporary placement of highly skilled administrative and office support professionals. OfficeTeam has more than 300 locations worldwide and offers online job search services at [roberthalf.com/officeteam](http://roberthalf.com/officeteam).*

*Connect with us on Facebook, LinkedIn, Twitter, Google+, Pinterest and the OfficeTeam blog.*

# Please, Help!

## My Boss Is Hitting on Me

By John Eric Jacobsen

I had the joy of speaking with a lady in a recent seminar who posed a question and actually used the following words: “Mr. Jacobsen, Can you please give me advice?”

My supervisor has started to hit on me by dropping subtle hints that he’s interested. I have no interest in him at all! He has body odor, saliva balls caked to the corners of his mouth, and always has food caught between his teeth. What should I do?” After I stopped laughing I gave her these common. ▶▶

If a man is into you, he will take any innocent signal you send and transform it into a permission slip for a date. It could be the way you dress, your smile, your perfume, or even a certain look you give. I’m not saying that the way you dress and your perfume is causing the problem; it’s not your fault. I’m saying men mis-read cues and vibes. Be certain you are not sending mixed messages.

However, if a supervisor, or co-worker is “constantly” hitting on you, the responsibility will eventually fall back on you. You have not been direct enough with them or you’re doing something unconsciously that’s sending out the wrong vibe. If you are direct enough with a man the first time, they usually get the hint and retreat quickly. If you delay your directness you are setting yourself up for more issues or harassment. If you have no interest in the individual you must LET THEM KNOW IMMEDIATELY. Simple, direct, and polite refusals will usually do the trick. For example:

**“No thank you, I have no interest in dating people I work with.”**

**“No thank you, I’m seeing someone else.”**


**“No thank you, I only desire to keep our relationship professional.”**

**“No thank you, I’m busy the rest of my life taking care of my 17 children.”**

If they respond with something like, “I understand; how about just going out for some coffee?” That is a clear indication that you have not been direct enough. Since you are in a professional setting and dealing with your boss you must make sure that your body language, your tone of voice and your words are congruently saying “NO!” Again, be certain you are not sending mixed messages.

Though it may sound obvious, it’s also important you avoid situations where you’re alone with

your boss. This type of situation can also send a signal that you’re interested. Try to mingle only in a group setting. This is the best way to avoid an uncomfortable situation.

Finally, if your direct, honest approach has not tamed the beast, you may need to take it up with human resources and check with your company’s sexual harassment policies. I’m sure you don’t want anything as simple as an offer to go out on a date to turn into a lengthy litigation. I wish you luck and success! 

*John Eric Jacobsen was born to teach and destined to be a writer & motivator. In 1985 John founded “Jacobsen Business Programs, Inc.”*

*( <http://www.johnericjacobsen.com/>, a corporate seminar company helping people to succeed personally and professionally.*

*John has also authored the national seller, “Conversations on Customer Service & Sales.” This is an amazing work designed to help businesses improve their sales and enhance consumer relations.*

*John is proud to have the great Brian Tracy as a co-author.*

# San Francisco

by Susan Silva

**S**an Francisco, the City by the Bay, is known for its fog, tourist attractions, great food, and beauty. It is a great city to start out our new monthly feature focusing on different cities around the United States. Each month we will focus on one city and bring you a bit of history, fun facts and city knowledge to help you in your job, should you or your boss ever travel to this destination, or you are researching where to plan that perfect meeting or event. San Francisco is near and dear to my heart. I was born and raised in San Francisco and consider San Francisco to be home as well as the best city in the world! I could fill the whole magazine with all the great aspects of this amazing city. ▶▶

# MEETINGS

When you, as an assistant, need to research different cities for meetings, events, team building trips, etc., San Francisco is a great city to consider. San Francisco is a city full of history. San Francisco boomed in the gold rush days, survived the earthquake of 1909 and another major earthquake in 1989, grew in the 20th century, is known for its hippies and liberalism, embraces LGBT, and is a city on the forefront of the future.

If you are planning a meeting or event in San Francisco and want to experience early San Francisco, the Presidio may be a good option.

The Presidio is full of history going back to when San Francisco was founded in 1776. It was a military base for 218 years, housing the Spanish, Mexican, and then (of course) the American army. In 1994 the base was closed and turned over to the National Park Service. It is a beautiful area, much of it an urban forest. A great spot to have a meeting within the Presidio is the **Presidio Officer's Club**. The Officer's Club features a stunning ballroom with panoramic views of the San Francisco Bay, as well as an open-air courtyard for small gatherings and receptions, and can handle events up to 250 participants. While in the Presidio, you can take a picture with Yoda at **Lucas Films**, book a round of golf at **Presidio Golf Course Clubhouse and Presidio Café**, and (my favorite stop at the Presidio) visit the **Walt Disney Museum**. The Walt Disney Museum walks you through the life of Walt Disney, mixing technology, art,



and memorabilia to tell you the story of his life from his humble beginnings to his death in 1966. Each exhibit room illustrates the ups and downs and ultimate achievements of his work from the early days of his life, to Mickey Mouse, and then moving into full-length animation movies and the creation of Disneyland. The Walt Disney Museum does cater to meetings and events with a theater that can hold up to 114 people and areas within the museum that can accommodate up to 200 people standing and 60 seated. As with most everything Disney, the staff can make your event a truly memorable and remarkable experience. While in the Presidio area, you can jump over to **Chrissy Field** for a nice walk and tourist-worthy view of the bay and the Golden Gate Bridge. Just under the Golden Gate Bridge is a hidden historical gem, **Fort Point**. Fort Point has stood guard at the narrows of the Golden Gate for over

# MEETINGS



150 years. It is perfect for that free time afternoon exploration before or after your meetings.

As with most cities, downtown is where most meetings are booked. San Francisco's downtown is central to many great areas of the city with numerous great venues for meetings. If you stay downtown, you can visit the Fairy Building Market, shop 'til you drop, and enjoy the nightlife. Catch an SHN Broadway level show at the **Orpheum** or the **Golden Gate Theatre**. **San Francisco Travel** can assist you with finding the perfect spot for your meeting with venues that fit any type of meetings. They can help you with great venues such as the **Palace Hotel**, **The Westin St. Francis**, and hundreds of other hotel options. The **San Francisco Marriott Union Square** just finished renovating their meeting space. With approximately 10,000 square feet of total event

space, the hotel's nine meeting rooms were treated to fresh renovations geared toward the business traveler. If you need a conference center, check out San Francisco's **Moscone Center**, the largest conference center in the city. It is named after George Moscone, one of San Francisco's former mayors who was assassinated in 1978. The Moscone Center can handle small meetings as well as major conventions with over 700,000 square feet of exhibit space and up to 106 meeting rooms. It has received the LEED Gold certification and has many programs to extend its green initiative. The Moscone Center staff are experts at what they do and can help with the most elaborate and complicated event. Moscone Center isn't the only conference center in San Francisco. Other great conference center venues include the **Mission Bay Conference Center** or the **AMA Conference Center**, which is right next to Moscone Center.

If you are looking for hotel space for a meeting, the **Fairmont San Francisco on Nob Hill** is a great spot, boasting a spectacular view of the city and bay. Step outside and jump on a San Francisco must-see—a cable car! The Fairmont San Francisco has 582 guest room and suites. With 22 meeting rooms ranging from small to their grand ballroom, they are sure to have what you need. Another popular spot for meetings is Fisherman's Wharf. **Fishermen's Wharf** is a prime tourist attraction area with plenty to do and see. The Wharf may be perceived as a tourist trap, but it has a fun and





vibrant vibe, great food and is worth visiting. Fisherman's Wharf is the hub of activity to the visitor! While at Fisherman's Wharf you can rent a **GoCar** (the first ever GPS-guided story telling car) and cruise around the city, jump on a **Big Bus Tour** that circles the city, rent a bike, take a cruise to **Alcatraz**, see the attractions on the Wharf including Ripley's Believe It or Not, **Madame Tussauds San Francisco**, the **San Francisco Dungeon**, visit the many shops and attractions on **Pier 39**, and much more! One spot I love to visit after I get my crab cocktail is the **Hyde Street Pier**. It isn't as famous as other attractions but is a very enjoyable attraction. You can tour and learn the history of six historic ships. Just like the activities, there are many hotels that are great to stay at if your boss or coworkers are attending a meeting or if you are planning or coordinating a meeting. The **Sheraton Fisherman's Wharf** has 11 meeting rooms. The **Hyatt at Fisherman's Wharf** just completed a million dollar renovation. It has 13 meeting rooms and can accommodate

## MEETINGS

meetings of just over 200 in reception form. If you want a luxurious atmosphere, check out the **Argonaut Hotel**. Many of the Argonaut's suites have spectacular views of the bay and the Golden Gate Bridge, and their meeting space will work for meetings up to 350 people and receptions to 500.

Cuisine is important to San Francisco. San Francisco is home to some award winning restaurants. Gary **Danko** has won multiple awards and is a Michelin rated restaurant. Another award winning restaurant is **Quince**. Quince serves a blend of French and Italian cuisine and an experience you will remember long past your San Francisco visit. What is very cool about San Francisco is you can get great

### 5 Tips and Facts about San Francisco


- Traveling with your pet? Hotel Zelos and Hotel Carlton, a Joie de Vivre hotel accepts pets!
- San Francisco is a non-smoking city. You must be in designated areas to smoke.
- San Francisco has 167 special #event venues, 67 art/culture venues. 25 of these are within walking distance of downtown.
- San Francisco's Cable Cars Are the Only National Historic Landmark that Can Move
- In 2015 San Francisco hosted more than 24 million visitors

# MEETINGS

food of any ethnicity city wide! You don't need to be in Chinatown for good Chinese or North Beach for authentic Italian. Italian, Japanese, Peruvian, Thai, Vietnamese, Nicaraguan, Vegan—you want it, San Francisco has it. No matter where you stay, you are close to great food. If anything, I would suggest staying away from the chain restaurants; though good, you are missing out on some of San Francisco's best. San Francisco also has a large food truck population. It is called **Off the Grid** and you can find trucks at many different locations on different days. Some of the locations include 5th & Minna, the UN Plaza, the Civic Center and Fort Mason. Each truck is an expert in their area of cuisine! They will leave you wanting more.

Meeting all day is no fun, not with a beautiful city right outside your meeting room doors! San Francisco is full of great places to have team building events, or just have fun. Team building is a great way to get out of the meeting room and enjoy the city. **Mr. Treasure Hunt** can set up a scavenger hunt that promotes teamwork and problem-solving. Do you like mysteries? **Mystery by Design** has 25 different plots that can be customized to your company or meeting objectives. As mentioned earlier, food is important to San Francisco, so why not plan a hands-on cooking team building event with **Parties that Cook?**

San Francisco has pretty mild weather all year. Of course, San Francisco gets that heat spell

in the summer and a cold wave in the winter. In reality, San Franciscans are pretty spoiled weather-wise! If it is over 90 degrees, it is hot and if it under 60 it is cold! The average temperature is in the 60s. Fog rolls in year round, but normally burns off mid-morning to beautiful sunny days! San Francisco is great year round to visit or have meetings. This is just a fraction of what San Francisco is; hopefully, it will always stay the great city it is. 

## *Find out everything about San Francisco at SF Tavel*

*The San Francisco Travel Association is a Destination Marketing Organization providing expertise not only on San Francisco, but the entire Bay Area. With more than 30,000 hotel rooms and various convention facilities, San Francisco Travel works directly with meeting planners to book meeting space and hotel rooms, assists in referring venues and banquet facilities, provides promotional materials and marketing support. All services are complimentary.*

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# San Francisco Link and Info AdminAdvantage Directory:

## MEETINGS

**Alcatraz** - Alcatraz Island is located in the San Francisco Bay, 1.25 miles offshore from San Francisco, California, United States  
<https://www.nps.gov/alca>

**Alcatraz Island Tickets**  
<http://www.alcatrazislandtickets.com>

**AMA Conference Center** – 13 meeting rooms ranging in size from 208 to 1144 square feet and accommodating meetings up to 100 participants  
**55 Fourth Street, 2nd Level**  
**San Francisco, CA 94103**  
**415-442-6770**  
<http://www.amaconferencecenter.org/san-francisco.htm>

**Argonaut Hotel** - Across the street from Aquatic Park, this refined hotel in a restored warehouse is an 11-minute walk from Pier 39. 5 flexible meeting rooms total nearly 9,000 square feet of space and include the largest ballroom on Fisherman's Wharf.  
**495 Jefferson St**  
**San Francisco, CA 94109**  
**415-345-5552**  
<http://www.argonauthotel.com>

**Fisherman's Wharf** - Official Guide  
<http://www.visitfishermanswharf.com>

**Big Bus Tour** - Open-Top Sightseeing Bus Tours. Hop-On Hop-Off at Major Attractions  
[www.bigbustours.com](http://www.bigbustours.com)

**Fairmont San Francisco on Hob Hill** - Fairmont San Francisco features 55,000 square feet of elegant and well-equipped function space, including grand and glamorous ballrooms for large conferences or conventions, to intimate spaces for smaller meetings.  
**950 Mason Street**  
**San Francisco, CA 94108**  
**415-772-5000**  
<http://www.fairmont.com/san-francisco>

**Fort Point** - Fort Point is a masonry seacoast fortification located at the southern side of the Golden Gate at the entrance to San Francisco Bay.  
<https://www.nps.gov/fopo>

**Gary Danko** – Restaurant on Fisherman's Wharf that combines French, Mediterranean, and American cooking.  
**800 North Point St,**  
**San Francisco, CA 94109**  
**(415) 749-2060**  
<http://www.garydanko.com/>

# MEETINGS



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<https://www.gocartours.com/locations/san-francisco>

**Hyatt Centric Fisherman's Wharf San Francisco** -

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11 meeting rooms

555 North Point St,

San Francisco, CA 94133

(415) 563-1234

<https://fishermanswharf.centric.hyatt.com/en/hotel/home.html>

**Hyde Street Pier** - Discover the collection of historic vessels at Hyde Street Pier.

2905 Hyde St

San Francisco, CA 94109

(415) 447-5000

<https://www.nps.gov/safr/learn/historyculture/historic-vessels.htm>

**Madame Tussauds San Francisco** - Get up close and personal with your favorite celebrity, sporting and historical wax figures at Madame Tussauds San Francisco.

145 Jefferson Street, Suite 600

San Francisco, CA 94133

866-223-4240

<https://www.madametussauds.com/san-francisco/en/>

**Mission Bay Conference Center** - Perfect For Day Meetings & Conferences

1675 Owen Street, /Suite 251

San Francisco, CA 94143

866 431-8273 (UCSF)

[www.acc-missionbayconferencecenter.com](http://www.acc-missionbayconferencecenter.com)

**Moscone Center**

747 Howard Street

San Francisco, CA 94103

<https://www.moscone.com>



# MEETINGS

To book an event at Moscone Center please go to the San Francisco Travel Association web site and submit an RFP.

**Palace Hotel San Francisco** – The Palace San Francisco luxury hotel is a historic luxury San Francisco hotel near the Financial District and Union Square.

**2 New Montgomery Street**  
**San Francisco, CA 94105**  
**(415) 546-5060**  
<http://www.sfpalace.com>

**Mr. Treasure Hunt** - Specializing in building exciting team-building San Francisco Bay Area treasure hunt events!

**415-412-8376**  
<http://www.mrtreasurehunt.com>

**Mystery by Design** - has developed 25 basic (yet completely different) plots, each of which can be tailored to the spirit of the team building event.

**(650) 245-2741**  
<http://www.mysterybydesign.net>

**Off the Grid** - From fast service meals for conferences to tasting for families, work with Off the Grid Catering to create the experience you want!

**415 339-5888**  
<https://offthegrid.com/>

**Parties that Cook** - Select from our corporate event formats, ranging from reception-style appetizer parties to Iron Chef-style cooking competitions.

**601 Minnesota St #115**  
**San Francisco, CA 94107**  
**888 907-2665**  
<http://www.partiesthatcook.com>

# MEETINGS

**Pier 39** - is a must on your list of your things to do in San Francisco, with sea lions, waterfront dining, street performers, live music, shopping and more.

<http://www.pier39.com>

**Presidio Golf Course** - Located within a national park, San Francisco's Presidio Golf Course is renowned for its spectacular forest setting, as well as its challenging play.

**300 Finley Road @ Arguello Gate**

**San Francisco, CA 94129**

**415.561.4661**

<http://www.presidiogolf.com>

**Presidio Officers' Club** - features a stunning ballroom with panoramic views toward San Francisco Bay, as well as an open-air courtyard for small gatherings and receptions.

**103 Montgomery Street**

**San Francisco, CA 94129**

**415 561-5300**

[www.presidioofficersclub.com](http://www.presidioofficersclub.com)

**Ripleys Believe it or Not** - Two stories filled with more than 400 exhibits, artifacts, and oddities from around the world.

**175 Jefferson Street**

**San Francisco, CA 94133**

**Phone (415) 202-9850**

<http://www.ripleys.com/sanfrancisco>



# MEETINGS

**Rocket Boat** - is a 30 minute speed boat ride on the San Francisco bay.

**Pier 41**

**San Francisco, CA 94133**

**415.705.8203**

*<http://www.blueandgoldfleet.com/ferry/rocketboat/>*

**San Francisco Dungeon** - 200 years of San Francisco's history into an exciting 60-minute adventure.

**145 Jefferson Street, Suite 600**

**San Francisco, CA 94133**

**855 753-9999**

*<https://sanfrancisco.thedungeons.com>*



**San Francisco Marriott Union Square** - stay in luxurious accommodations just steps from Union Square, the Financial District, Exploratorium, & AT&T Park.

**480 Sutter Street**

**San Francisco, CAD 94109**

**415-398-8900**

*<http://www.marriott.com/hotels/travel/sfous-san-francisco-marriott-union-square/>*

**San Francisco Travel** - This is the place to find out about all things San Francisco.

**900 Market Street**

**San Francisco, CA 94102**

**415 391-2000**

*<http://www.sftravel.com>*

**Sheraton Fisherman's Wharf Hotel** - is centrally located with easy access to the city's most popular attractions.

**2500 Mason Street**

**San Francisco, CA 94133**

**415 362-5500**

*<http://www.sheratonatthewharf.com>*

**The Westin St. Francis** - is ideally located on Union Square, right in the heart of San Francisco.

**335 Powell St.,**

**San Francisco, CA 94102**

**415 397-7000**

*<http://www.westinfrancis.com>*

**Walt Disney Museum** - An interactive animation museum that features the life of Walt Disney and evolution of Mickey Mouse.

**104 Montgomery Street in the Presidio**

**San Francisco, CA 94129**

**415.345.6800**

*<http://waltdisney.com/>*

# MEETINGS



## Hi Kerry, Can you tell me a bit about yourself?

I've been in the hospitality industry for many years. In fact, I spent 25 years of my career on the hotel side in hotel sales. I've worked for Hyatt, Marriott, and Starwood and many more.

I started working at Smart Meetings eleven years ago. Starting out in ad sales, I eventually moved over to the events team, and then helped create and grow the Smart Meetings 360 department.

Smart Meetings 360 really grew organically from our partnerships and close relationships with meeting planners. Having previously worked in hotel sales and for Event Source, a pioneer in electronic site sourcing, 360 was a great way to combine my previous experiences.

## What is Smart Meetings 360?

Smart Meetings 360 is the ultimate sourcing service for the modern meeting planner. Complimentary for meeting planners, Smart Meetings 360 saves planners time and money by streamlining the RFP process and returning results within two business days.

## What information does an Exec Assistant need before they call you?

We are here to help source the perfect venue for each meeting. To start the process, we will ask for the meeting destination, although we can always source from multiple cities if their team hasn't made a final decision.

Other helpful pieces of information include the preferred meeting dates, number of attendees, amount of sleeping rooms, tentative schedule, room and equipment requirements, and estimated budget. The more information we have the better we can tailor the results to their needs.

## What do you do with this information?

We like to say that with Smart Meetings 360, we do the work and you get the credit. Once we receive this information, we go to work so that the planner can focus on the other aspects of the meeting.

We put the information into an RFP, or Request for Proposal, and send them off to the hotels and venues that fit the requirements. We then essentially act as gatekeepers with the hotels. We field their calls and emails, answer their questions, and track them down if they haven't responded. Within two days we will have compiled comparison reports showing the hotels'

responses and proposals in two easy-to-read formats.

## Once the EA gets the information, how do they negotiate and then "close the deal?"

At this point, they have a couple of options. We can help out as much or as little as needed.

If they enjoy a more hands-on approach, they can simply choose their hotel. From there we introduce them to the hotel sales manager so they can work with them directly to hash out the contract details.

We can also create a short list based on their favorite hotels and venues, set up site inspections and trip itineraries, and help negotiate the contract to get a better rate, add concessions, etc. We can even help by being a second set of eyes and going over the contract to ensure they are getting the best deal.

## What happens from this point?

Once the contract is signed, whether that is after we send the comparison reports or after we've scheduled the site inspections and helped negotiate the contract, we allow the planner and the hotel to work together on the rest of the event.

Ultimately, Smart Meetings 360 is there to simplify the site selection process by giving our planners a personalized and time-sensitive sourcing experience.


## What are the benefits for an admin to go use Smart Meetings 360?

By facilitating the site selection process, Smart Meetings 360 can offer meeting planners the benefit of added time. We recently polled meeting planners from our database of 44,000+ magazine subscribers along with attendees of our past events. The survey found that 77% of meeting planners say it takes five or more days to source a meeting. The Smart Meetings 360 team can return comparison reports of fully vetted hotels and venues within two business days, saving planners days of time for each meeting.

We also provide the added value of helping to negotiate contracts, thoroughly vetting hotels before setting up site inspections, and securing complimentary stays during their inspection travels.

## That is great and helpful to admins, for any admin that has meetings in the near future, how do they get started?

There are a couple of ways to get started. They can fill out the meeting request form on our website. If they already have an RFP, they can email it to us. And if they are really pressed for time, they can give us a quick call, tell us what they need, and we can take it from there.

Our team of experts is standing by ready to research, negotiate, and match planners with premier hotels and destinations. All they have to do is reach out. 



# Save Time and Money

with a complimentary site selecting service from

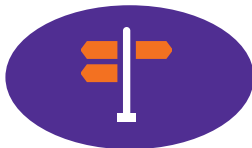
Smart Meetings  
**360**, Inc.

## SMART SITE SELECTOR DOES THE WORK, SO YOU DON'T HAVE TO

- Be tailor-matched against 200K premier properties in 48 hrs
- No researching, negotiating or reviewing contracts
- Side-by side property and proposal comparisons
- Complimentary service - no contracts!

## HOW IT WORKS

Smart Site Selector locates and secures the best hotels and venues for your meetings and events in three easy steps:



1. CHOOSE YOUR  
DESTINATION



2. SUBMIT YOUR  
SPECS



3. WE DO THE  
REST

Our team of experts is standing by ready to research, negotiate, and match you with premier hotels and destinations.

Call **415.944.2001** or learn more at [smartmeetings360.com](http://smartmeetings360.com)

# FEBRUARY WORD SEARCH

I R M P M L L H F R E M P O W E R I N G  
N A T R G T Z R L K N L I N Z M L Y V B  
V D K T R D K A L J L G D N E H P K R P  
E A N D E T E R M I N E H X D E B H Z L  
N P F P M R A T T E N T I V E F D Z W N  
T T O K G Y V Q C L Q R G H T F U E K R  
I I G L T K N I T T Z H W Z T R M L D E  
V V B K I T N T X Y M H L X R Z U D K S  
E E F A N T A S T I C N F W U B V E T P  
G J L E A D E R S H I P Z C S F J L G O  
L I N T E L L I G E N T S L T B C N I N  
T Q N F D R F T P J E U N N E T I S N S  
B K D H R V P T H R O W T P D D K K T I  
S D K C M K R Z I I E R Y F N Y Y I U B  
G T M J Z Q T P C V O J M A U T M L I L  
L D A W B B S A I P K R T C M N W L T E  
Y D M R D N V T P T D S R R T T V E I T  
L D N P I I C U D J T Q X B Y X P D V N  
R P K F V A S R J U C Q K W B B G N E N  
E A R N E S T Y O Q X O R G A N I Z E D

**Active**

**Real**

**Responsible**

**Polite**

**Mindful**

**Intuitive**

**Outstanding**

**Determine**

**Fun**

**Empowering**

**Intelligent**

**Trusted**

**Skilled**

**Nice**

**Attentive**

**Needed**

**Inspire**

**Organized**

**Fantastic**

**Inventive**

**Star**

**True**

**Adaptive**

**Leadership**

**Earnest**

**Vivacious**

**Support**



**TRAINING**

# 25 HOT Networking Tips!

By John Eric Jacobsen

**N**etworking is a crucial ingredient for your business success. Whether you're involved with social media or live interactions, you must master this critical art in order to survive and surpass your competition. This particular article will focus on strategies for networking with live interactions. ►►

# TRAINING

Whether you're networking a small meeting, large meetings, social events, conferences, luncheons, trade shows, fund raisers, sports events, or your local chamber of commerce; the main goal of networking is to meet people with the possibility of doing business together in the future. I've been networking throughout my entire business career. I find it a lot of fun meeting new people, finding common ground and to see if we can make a connection. However, I've also had times when my networking experiences were tiresome and hectic. I truly value my time and did not want to waste it by attending a networking event and coming up empty handed.

The following HOT networking tips are designed for you. After years of networking trial and error, I've utilized the following strategies to make good first impressions, meet the right people, and follow-through with follow-up. It's critical for you to "shine" at networking events because you only have a few seconds to impress a possible future client or prospect, so you want to do it right the first time, every time.

I know these 25 tips will help you to perfect your networking talents. Obviously the more events you attend the faster you'll polish your skills.

**1. I always like to arrive at an event 10 minutes early.** This gives me time to meet the people in charge, and they usually introduce me to other important people before the event begins. It also allows me the time to check out the room and start remembering names.

**2. The manner in which you dress is very important; it helps to create a good first impression.** Clean casual business attire is expected.

No provocative/revealing clothing EVER!  
Be sure all your zippers are zipped! Polished shoes, clean teeth, fresh breath, neat hair, and clean nails. (Don't take this lightly!)

**3. Put your cell phone on vibrate!**

**4. Always walk in the room, and observe first.**

Discreetly scan the room to see who you would like to meet or connect with. Remember that others are doing the same, so stand up straight, smile and put your best foot forward.

**5. When selecting a new person to meet, I always try to approach someone who is alone or not speaking with anyone.**

Walk up to that person, glance at his/her name tag, and introduce yourself using that person's name. Always introduce yourself in a pleasant, friendly way, and always smile.

Be warm, sincere, and have a sense of humor. Establish an honest rapport upon which you can build a relationship. During your conversation try to offer information that they may find valuable. The first impression is crucial as people will form an opinion of you in the first few seconds --- so make it count.

**6. If a person you previously met is involved in a discussion, and you would like to get re-acquainted, never interrupt.** It is rude and will not be appreciated. Either find someone else for



the moment, or walk toward the person of interest but stay a couple of feet away. If that person notices you, and realizes you wish to speak with him/her, courteously signal that you will wait until s/he is finished speaking. You may try and join a group involved in a conversation, but your approach should be considerate of others in that group. Likewise, if you are in a group and another person would like to join, invite him/her in.

**7. Some networking events serve alcohol.**

This can be very tricky! If you do drink alcohol, drink in moderation---or less than that.

Intoxication, slurring your words, alcohol breath, vomiting, and the inability to stand while at a networking event are not acceptable behaviors.

**8. Never misrepresent yourself or your company.**

The words you speak must always be honest and served with integrity.

**9. Treat everyone you meet (including your competition) with respect, dignity and courtesy.**

Never engage in any slanderous comments about anyone. Show respect and courtesy towards your competitors.

# TRAINING

**10. Remain courteous to those introducing themselves to you by listening to them.**

This can help you to remember their names. Shake their hand properly, and give them good, respectful eye contact.

**11. Take caution with interrupting others as they speak.** Consider and respect other guests right to privacy and confidentiality.

**12. Respect the professional opinion of others in their area of expertise.** Never demean or depreciate other guests.

**13. Be very cautious of foul language, even if others are being foul or abusive.** Believe me; someone will over hear you and it will cost you big time. The same goes for dirty or off-color jokes.

**14. Never talk about confidential or private matters with anyone.**

**15. Networking is a time to meet new people and begin the process of building a relationship.** With this in mind remember it's not a place to start selling. You should only be selling yourself.

**16. Be aware of sexual harassment.** Also avoid sexual innuendos or pressuring people for dates. You may never get invited back and it can cost you your job. I've seen this happen several times.

**17. At some networking events you may be expected**

**to wear a name tag.** If this is the case, always wear yours on your right side as people will come up to you and shake your right hand with their right hand, and their eyes will automatically be directed to their left (your right). It simply makes it easier for them to read your tag.

**18. Understand and accept that you will not click with everybody, so don't waste your time with people who seem to "reject" you.** Move on to those who exhibit a much friendlier behavior.



**19. Always bring your business cards and exchange them only after you have established rapport with someone.** Business cards will soon be extinct, but bring them regardless. Today, when people make a contact they quickly connect at the event on LinkedIn or their cell phone.

**20. When receiving a business card from someone, take the time to read it before putting it away.** When you part ways, write important notes on back of their card that can help you remember important points discussed & re-establish rapport after the event.


**21. Follow-up! Follow-Up! Follow Up!** Attending a networking event is only the beginning; now you must begin to develop the relationship. Perhaps you can start by sending them a small thank you card or note. Simply thank them for the courtesy they offered during the event you attended.

The “ideal” thank you card or note is always handwritten, unless you have terrible handwriting. Of course, you can always send a short-email instead. Also, call them shortly afterwards and continue nurturing the relationship. Never stalk people!

**22. Remember: The networking event is about meeting people, making connections, and getting to know each other through the exchange of information.** The most important information to share is about your business or company.

**23. Always project a positive attitude.** People will always remember your positive enthusiasm. It is also human nature to want to associate with positive people. Negative people are downers and usually not welcomed at networking events.

**24. Networking is an ongoing process; it never ends.** When you do it the right way, the professional & personal rewards will be great.

**25. DON'T SMOKE!** I wish you luck as you continue to network your way to success and business prosperity. As I mentioned earlier, you may experience some trial and error on the networking highway, but it will get easier and easier. The most important thing to remember is to attend as many events as possible, get recognized and HAVE FUN! 

*John Eric Jacobsen is the Co-founder and President of Jacobsen Business Seminars, Inc. John has consulted for more than 1,000 companies and addressed more than 1,000,000 people in 5,000 talks and seminars throughout the US. As a keynote speaker and seminar leader, he addresses many people each year. <http://www.johnericjacobsen.com/>*

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