

# ***THEMED DÉCOR***

Submitted by...**Ms. Hannah Roscoe-Metzger**  
Conference Manager  
Shisler Conference Center

## **Bright Idea**

We use decorative cloths on our food service tables and theme them to match our client's industry. For example, when we have dairy groups in-house, we use cloths with scenes of cows in fields; when we have farm equipment groups in, we use cloths with tractors on it; when we have turf grass management groups in we decorate with golf course items.

## **Highlights**

- Theme food-service area to match clients' industry
- Individualized attention
- Client feels important
- Repeat business

## **Reason**

Gain repeat business and instill loyalty.

## **Measurement**

100% repeat business from these groups.

## **Lessons**

Make your clients feel like they're #1.

## **Final Comments**

Not only is it fun for the client, it keeps us thinking creatively.

