

FROM TENTATIVE, TO TRANSFORMED

THE CASE STUDY

Client Profile: Small Luxury Hotels of the World (SLH) is a value and purpose-driven luxury travel brand with 580 independent hotels in 90 countries, prioritising conscious travel, integrity, and sustainability.

The Challenge: SLH needed an inspiring, unconventional speaker to close their annual regional conference in Marrakech, attended by over 200 hoteliers and general managers. The VP of Global PR & Communications, working under a tight deadline, was in need of someone outside the travel space with diverse experience, willing to challenge and break conventions for the closing talk, while also understanding the audience's specific needs.

The Solution:

I followed my four-step process:

1. *Consultation:* Gained insights into SLH's audience, their challenges (time-poor, dealing with complaints, feeling disconnected from ability to create impact), and the dynamics and feel of the conference itself.
2. *Research + Roadmap:* Analysed SLH's ethos, customer touchpoints, and interviews with hoteliers. Filtering this through current cultural, social, and industry trends, before setting out the scope for the talk with the client.
3. *Implementation:* Delivered a bespoke, emotionally resonant, relatable and witty talk in Marrakech, blending grounded storytelling with actionable strategies for quiet ways of doing impact and unlocking the desire for sustained change. Providing a reset for attendees that guaranteed results.
4. *Debrief + Support:* Engaged with attendees post-talk to provide actionable ideas for integrating change into their properties and the organisation at large.

The Results:

- Qualitative feedback showed increased optimism, engagement, and purpose among employees, contributing to SLH's mission of integrity and sustainability.
- The talk fostered a renewed connection to their roles at SLH, as well as causing them to see new opportunities for implementing social impact, and an empowering answer to their questions of, "but, is there really anything that I alone can do?"

The Testimonial:

"With a captivating speech, Giselle closed our global hotelier conference in Marrakech. Her thought-provoking story about humans and the power of self-discovery was a unique approach to self-realization and the profound interconnectedness we share as humans, which left the audience inspired and reflective. Some even with tears!"

- Pegi Amarteifio, VP Global PR & Communications, Small Luxury Hotels of the World