

WEB LEADERSHIP
FOR THE HOSPITALITY INDUSTRY



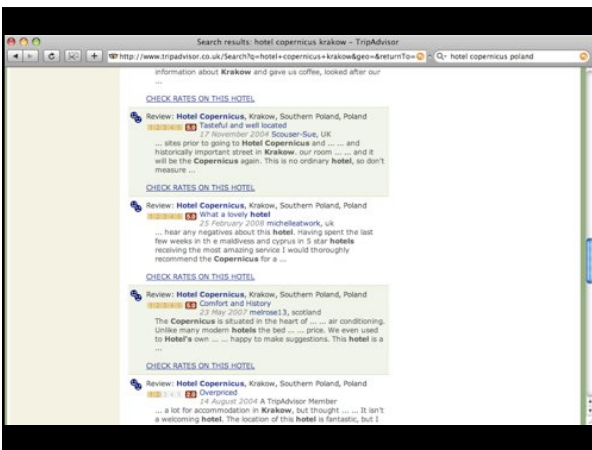
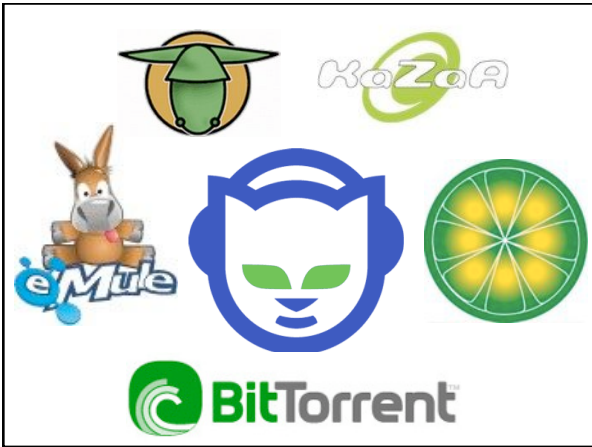
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1. Power to the People!



DIGITAL
VOICE
FOOTPRINT
SHADOW






**POWER
WISDOM
PROPHECY**

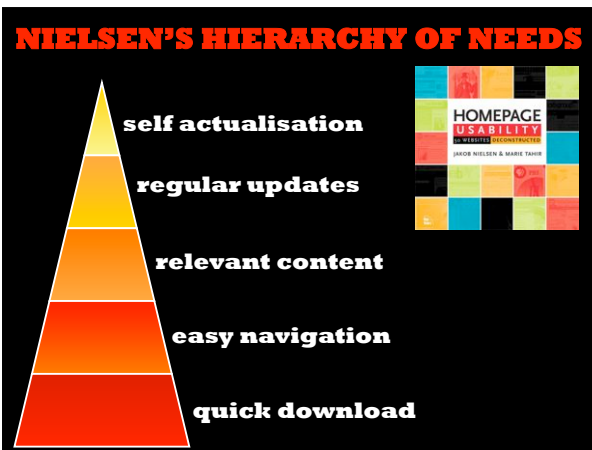
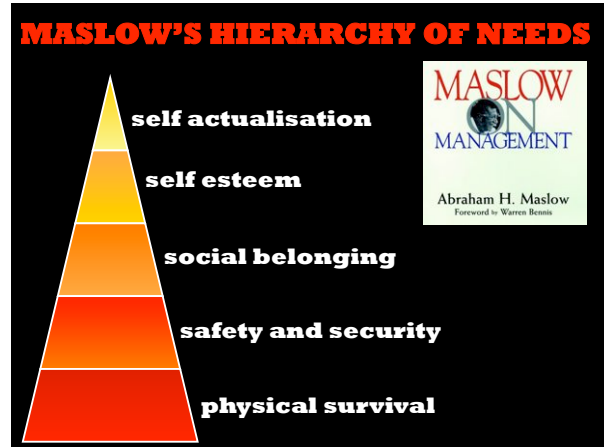
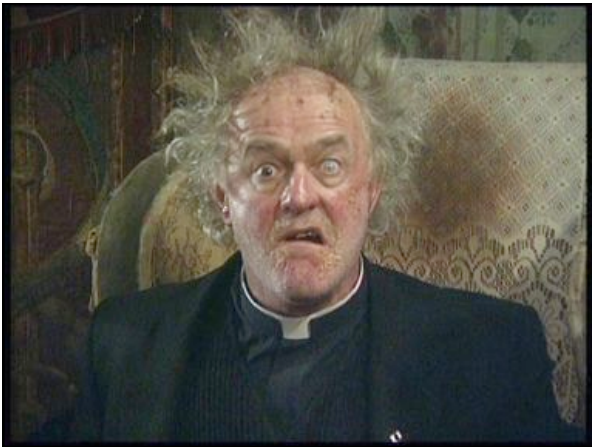


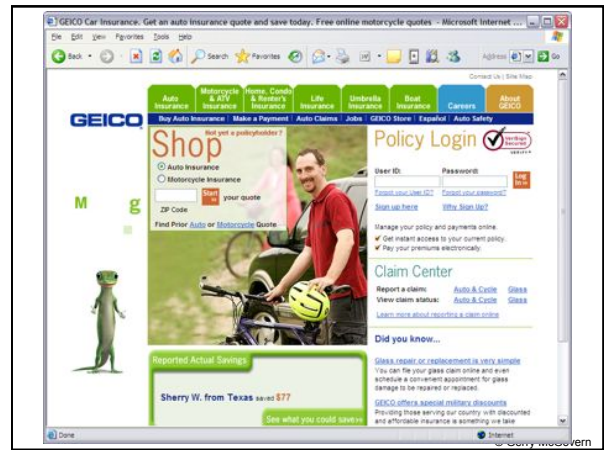
2.
Know
your
customers

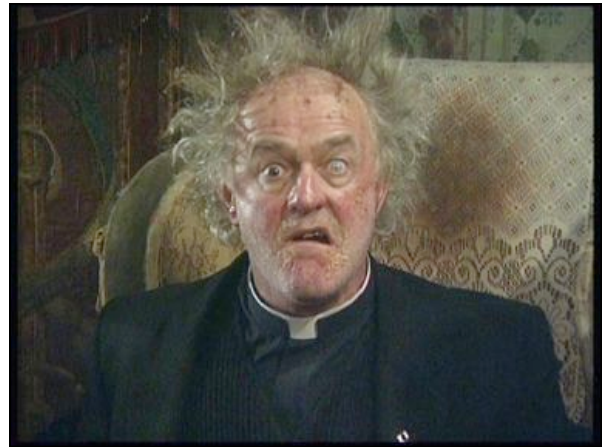
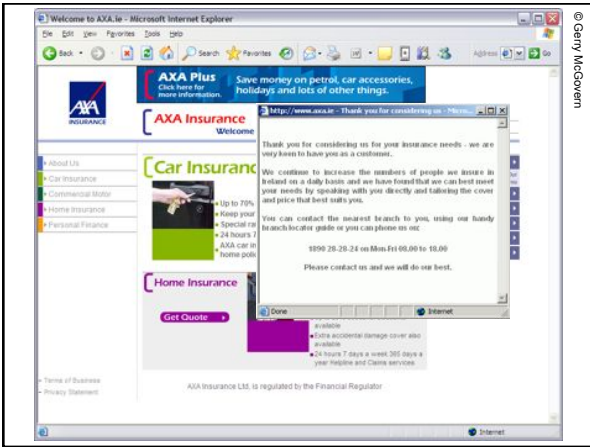


THE READER
THE READER
WILL SOMEONE
PLEASE THINK
ABOUT THE
READER!







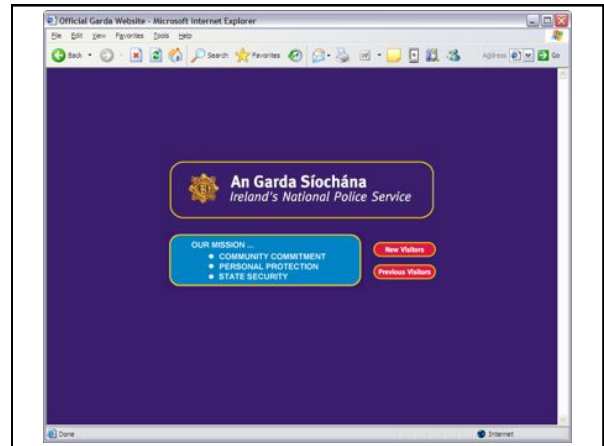
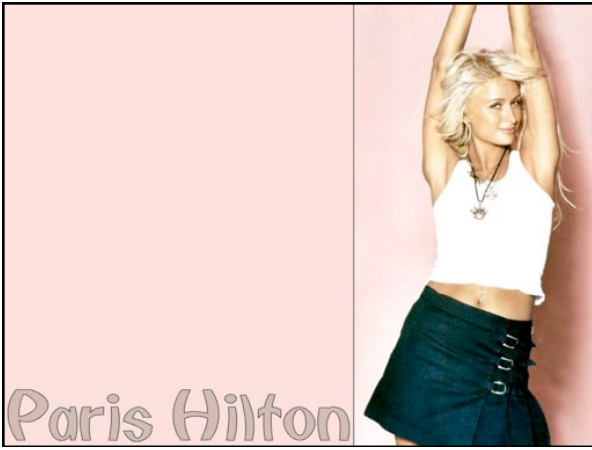
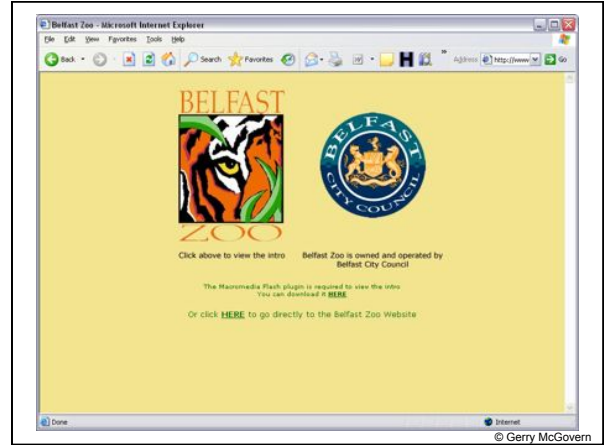


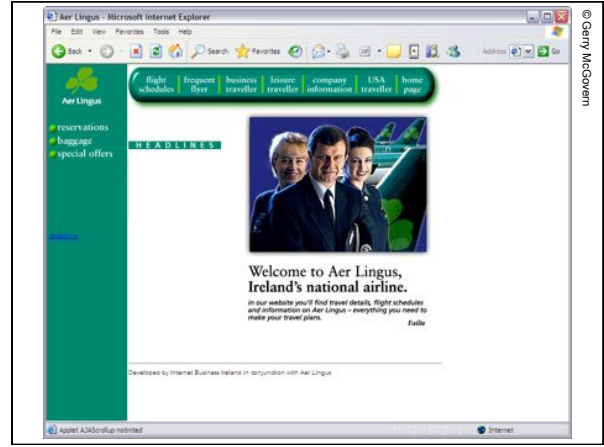
4. Facilitate the journey



5. Say
NO
to
“over here
over here
me
me
me
me”







Thank you for your time.

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