



**NEW JERSEY CHAPTER OF CMAA
ONE -DAY WORKSHOP**

Featuring

**“CONTENT IS KING: BREAKING THROUGH THE CLUTTER IN
HOSPITALITY”**

PRESENTED BY BEN LORENZEN

“3 HABITS OF CONSCIOUSLY INTENTIONAL LEADERS”

PRESENTED BY DAN IRVIN

Schedule

Sunday- January 12, 2025

Welcome Reception

Presenting Sponsor



5:30 p.m.-7:00 p.m.-Premier Bar

MONDAY-January 13, 2025-Workshop

Presenting Sponsors



Central Conference Center located at the Borgata

8:30 a.m. – 9:30 a.m.- Registration & Continental Breakfast

9:30 am-12:30 am-Ben Lorenzen

12:30 pm-1:30 p.m.-Lunch

1:30 p.m. – 1:45 p.m.-Bill Shonk National Director CMAA

1:45 p.m. – 4:00 p.m.-Dan Irvin

Room Reservations can be made by clicking here:

[New Jersey Club Foundation 2025 Online Room Reservation Link](#)

Session I

Content is King: Breaking Through the Clutter in Hospitality

Presented by Ben Lorenzen



Session Description:

In today's fast-paced digital landscape, it's no secret that "Content is King!" This mantra holds particularly true for hospitality professionals striving to create memorable experiences for their customers, members, and themselves. In a world inundated with information, the key to success lies in crafting engaging and valuable content that sets you apart from the crowd.

Join us for an insightful session that will guide you through the exciting journey of content creation and show you how to Break Out and Stand Out in a saturated market.

Key Takeaways:

1. **Understanding the Reign of Content:** Discover the pivotal role that content plays in the hospitality industry today. We'll explore how content shapes your brand, engages your audience, and leaves a lasting impact.
2. **Identifying Unique Trends:** Uncover the latest trends in content creation and consumption, and how they can be applied to the world of hospitality. Keep your strategies fresh and dynamic to capture your audience's attention.
3. **Creative Outlets:** Learn to leverage various creative outlets – from social media and blogs to podcasts and videos – to tell your unique story and connect with your audience on a deeper level.
4. **Engaging Events:** Dive into the world of event marketing and understand how hosting engaging events can create remarkable content and experiences, both in-person and online.
5. **Next-Gen Communication:** Explore cutting-edge communication tools and techniques, including AI-driven chatbots, personalized messaging, and immersive content formats. Stay ahead of the curve and adapt to the evolving landscape.

6. **Breaking Through the Clutter:** Gain strategies for cutting through the digital noise and making your content shine. We'll help you create a content plan that ensures your message reaches the right audience.

This session is your opportunity to unlock the power of content creation in the hospitality industry. Whether you're a seasoned professional or just starting out, you'll leave with a toolkit of strategies and insights to help you create content that not only speaks to your audience but also captivates their hearts. It's time to elevate your hospitality game, Break Out from the ordinary, and Stand Out in a world where "Content is King."



Bio:

Ben Lorenzen, CCM, is the creative spark behind Champions Run in Omaha, Nebraska, where innovation and fun collide! Known for shaking up the private club industry, Ben is the go-to guy for all things member engagement, technology, and fresh, out-of-the-box ideas. Whether he's cooking up new marketing strategies, diving into aquatics programs, or spicing up fitness and sports, Ben sets the stage for fun with a splash of creativity. As a sought-after national speaker, Ben's energy lights up rooms as he shares cutting-edge concepts, inspiring others to push boundaries and rethink the future of clubs.

Session II

3 Habits of Consciously Intentional Leaders

Presented by Dan Irvin



Being intentional means setting a success framework that packs a serious punch in terms of keeping you and your team motivated and structured. The problem is, most of us fall short in that mission.

In this presentation, Dan speaks to leaders looking to sharpen their talents and be more intentional. Relatable insights include how to keep distractions from taking center stage, how to recognize when the same way of doing things doesn't cut it anymore, and how to establish the SMARTEST goals.

"He believes in his heart that everyone is capable, even more than they see in themselves as being possible. Dan is a quality leader who can impart wisdom, success, and give you the tools, keys, and knowledge to bring you to the next level." -Khris L., National Account Manager

Learning Objectives

1. Create an ideal roadmap for a focused week. Stop wasting time and start planning to do more of the right things versus more things.
2. Clarity around goal planning, progress, and achievement using Dan's SMARTEST framework.
3. Know, remind, write down, and live your priorities in your life to set daily success indicators that result in immediate success!

Bio: Dan Irvin is a high-energy, fun-loving leader, consultant, motivator, and public speaker whose valuable insights and relatable stories of success and passion consistently set up entrepreneurs and employees across the nation for personal and professional growth. As a former CEO and COO, Dan helps leaders remove distractions so that they can lead intentional, fulfilled, and meaningful lives. His popular presentations and trainings offer structure, fun, and best practices that are both thought-provoking and buck the age-old mentality of "this is how it's always been done." Too often, we become uber-focused on "being busy" and ultimately lose sight of our goals. Dan's thoughts and ideas get you back on track. Dan's message will have you laugh and cheer, and his personality will convince you to stop taking life so seriously. His fanbase is growing, but his biggest fans continue to be his wife and three children. For more information, visit danirvin.com

