

Summary of Services

prepared for

WIS

Presented by





We are a business coach, educational resource and technology implementation specialist for the hospitality and nightlife industry! We craft customized solutions specific to our clients' circumstances. We are excited to be of assistance in the following ways:

Build the Team!

- ❖ Recruit
- ❖ Develop
- ❖ Retain

Market & Promote!

- ❖ Digital Presence
- ❖ Guerrilla Market
- ❖ Plan Events

Open Grand!

- ❖ Setup
- ❖ Onboard
- ❖ Promote

Evolve & Scale Up!

- ❖ Analyze the Business
- ❖ Create Policy
- ❖ Forecast Finances

Lust

Build the Team!

- Whether it comes to building the perfect **online funnel** or going out to **draft** the top talent, we will transform your organization into a **recruiting** machine!
- What's the difference between **training** and **development**? Find out with our **proprietary** initial and ongoing **educational methods**!
- We'll share our secrets for **retaining the** best of the best. Guess what? Most of them don't cost anything!

Build marketing campaigns to attract top talent!

Provide the best leadership and cast development in the industry!

Continue to develop and retain through our own proven methods!

KMA
CONSULTING GROUP





Lust

Market & Promote!

- Audit **digital presence** to be sure **websites** and **listings** are optimized; help clubs meet more aggressive posting schedules and make compelling content!
- Design **guerrilla marketing** calendars with tips and tricks for success!
- Provide concepts for **specials** and **events** together with step-by-step activation instructions!

Audit digital presence & provide analysis.

Create Resource Farm for specials, promos & events.

Full digital and onsite access to MEPA Bootcamp.

provide analysis.

promos & events.

MEPA Bootcamp.

Evolve and Scale Up!

- We will **analyze** all aspects of your business to find **areas of opportunity**.
- Our unique process of **financial analysis, budgeting and forecasting** help the organization **scale up** and **expand**.
- We specialize in creating, refining and implementing a **positive culture**, as well as standardized **policies and procedures** that will take you as far as you want to go!

Analyze your operation and identify areas of opportunity!

Provide financial analysis, budgeting and forecasting!

Implement the cultural and procedural foundation to scale up!





Lust

Open Grand!

- We have experience **setting up** the club from **end-to-end**, including **POS** and **system** implementation,
- We **onboard** the team and provide initial **development**.
- We craft the pre-opening and opening **marketing plan!**

Implement technology, including POS & other systems.

Onboard the team, including interviews, HR and initial development.

Promote grand opening using new and old-school methods.



Additional Resources

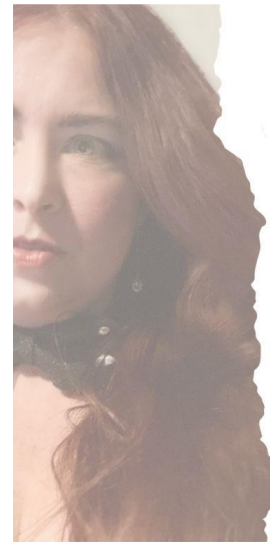
Marketing. Events. Promotions. Advertising.

Unleash your creative beast, then learn how to tame it! Next level digital tactics meet guerrilla marketing muscle!

KMA CONSULTING GROUP presents **NEXT LEVEL LEADERSHIP** EST. 2024

LEADERSHIP COACHING FOR THE HOSPITALITY INDUSTRY BY THE HOSPITALITY INDUSTRY

- Culture
- Leadership
- Cast Relations
- Guest Relations
- Marketing
- Finance
- Revenue Centers
- Beverage
- Technology
- Entertainment



BEVERAGE EDUCATION BY OPERATORS, FOR OPERATORS

- The Unofficial History of Beverage
- Everyday Mixology
- Your Guide to Outrageous Service

This interactive adventure is designed to give your business an edge! During these twenty hours of live content, your venue is the classroom as cast and leaders learn beside one another. Measurable results in less than a week!



Kelly Skillen is the founder of KMA Consulting Group. She has worked in hospitality for over 30 years, in jobs ranging from bartender and server in New York's infamous Times Square to Executive Director of Operations for national organizations such as Scores and Larry Flynt's Hustler Clubs. She formed KMA to work with businesses who genuinely wanted to grow and benefit from forward thinking!

Neil Kluttz began his career in nightlife as a security host but quickly ascended to the ranks of leadership, serving as general manager at MAL for over 20 years. He moved to multi-unit management for Go BEST! before joining KMA.

