

MARRIOTT

30 MINUTES WITH...

Cristina Egido

EVENTS DIRECTOR

·How is your daily routine? What is your job about?

My job consists to **coordinate all the events** which are taking place in the hotel in the short, medium and long term. Also, in the supervision of the team in order to everything fits and all the departments have all the information they need to be able to execute the event or the events, with the main aim that, with the work of everybody, they have success.

I also attend different meetings every day where important issues may arise and where decisions have taken and debated; also daily meetings with the whole team to discuss the daily activity and resolve any doubts they may have.

·How many people are under your charge in the events department?

The events department currently is made up of 8 people, managing and developing events. We work hand by hand with the commercial department who negotiate, prior contract, and also with the rest of the hotel, for the execution of the events.





•How is the relationship with the client since he arrives at the hotel?

In the case of events, our department is 100% coordinated with Guest Relations for the welcome. Between both departments we take care of the client from the very first moment in order to everything is ready in every single moment. We have a mobile service through we are permanently communicated with the clients in order for them to talk to the event staff anytime they want and from any space of the hotel with just a click communicating all the needs.

•In such huge events of 2,000 people. How do you work with such large numbers? What difficulties come out?

Sometimes, an event of **2,000 people** is easier than having three or four of 200 attendees. An event of 2,000 eventually has a single agenda in which we base all our work and it is easier to move so many people having the information previously.

When the difficulties come out, and it is truly a challenge for us, it is when we have several events in house, because we can have national, international, large, and small events at the same time. Planning is basic and together with the information is what helps us to have a global vision of what is happening in the hotel. Knowing what needs the client have for each event, we can combine them in the best way, and efficiently for both the client and the **Madrid Marriott Auditorium Hotel & Conference Center**.

“We have an impressive Auditorium which gives us a competitive advantage over other hotels, more than 800 rooms and versatile areas that allow us to hold incredible events.”



•How do you cope with the stress?

We deal with daily stress with planification and coordination. There are always unexpected issues that must be solved, and if we are well organized, we minimize that stress. We know that we can have long work days, which are also compensated with free time to have a balance with personal life.

•How is your relationship within the department?

I've been here for 13 years and apart from all the change we've had at the brand, decoration, etc ... one of the aspects that kept me here is because the teams are magnificent. They are hardworking people. We really love what we do, we share that passion for our profession.

•You have experience the joining Marriott. What has it supposed?

It has been a long way that we have made. We are all very satisfied where we have achieved and where we are right now. Before we had a wonderful hotel but now we have a great hotel. We are backed by the chain number one, the most powerful international brand, with an unstoppable expansion plan. We also have a very strong feature with the customer loyalty, Marriott Rewards, something very important for the guests.

All the change has also created higher demands on each one of us, which encourages us to improve ourselves every day.

•What does this hotel has that do not have others similar?

For me it is a very special place, not only because of the spaces which are unique. We have the great advantage that, when organizing the event, as production, logistics and organizational part are all ease. It is a unique space where all the meeting rooms are at the same building. We have an impressive **Auditorium** which gives us a competitive advantage over other hotels, more than 800 rooms and versatile areas that allow us to hold incredible events. Apart from a wonderful team of great professionals.

•How would you define your experience at Marriott?

For me everything Marriott has given me has been very positive. I learn every day. There is a very important culture of taking care of each associate as well as the guest; multitude of trainings, ideas that you share with hotels around the world. Besides, the internal website is an impressive source of information.

There is also a social part which I am discovering and that I did not know. Marriott is a chain with a great social development and with a lot awareness of the environment and our future. For people who share these values, it is very important to know that your company also pursues them.

•Three words that define the hotel.

Cooperation, Illusion and Customer Satisfaction.

•How do you imagine the hotel in a few years?

We have achieved a very important reputation internationally, with top clients that support us and for which we have to continue working daily.

Now our goal is to ensure that our hotel continues to be the market leader in international and national events, which we keep going to maintain the confidence we have worked for all these years.

