

MARRIOTT

30 MINUTES WITH...

Judit Criado

EVENTS MANAGER

How is your daily routine? Which is your job at the hotel?

As Event Manager my job is about being the link between the client and the departments of the hotel. My day, fundamentally, is the coordination of events. The work translates into being the voice of the client, gathering all the relevant information and processing this information depending on the department to which it is addressed (F&B, reception, banquets, etc.) with the last goal of meeting the needs of the event and ensuring the success.

My main work tools are inspection visits, daily contact with the client to gather all the information of the event, as well as through internal meetings with the teams, offering them the best alternatives based on our experience and the resources we have available. In addition, we always take into account the feedback received from past events in order for us to improve the processes.

Which are the keys of a correct event or a successful one?

Create a link with the client and let him trust the hotel criteria. Obtain the maximum possible information to be able to anticipate your needs and provide a personalized service.



MARRIOTT
MADRID AUDITORIUM



How is the relationship within the work team?

Within the part of events, which works together with the commercial team, we're structured by volumes and market (for example: national and international). However, this structure isn't rigid and logically we adapt according to the demand.

The team consists of 10 people, 8 of them preparing and managing future events, and 2 colleagues who play the role of Senior Events Ambassador. The main task of this figure is to meet the latest needs of the client when the event is being held.

Both in the events team and with the rest of the colleagues of the commercial department, which in total are 21 people, the relationship is very good. We have a lot of trust between us because of the hours we spend together daily.

Although each part of the department has very well identified its functions, we all share objectives and values. You know that in times of stress or those times when you need help, one of the colleagues in the department will be there supporting you. We take good care of each other.

What is the most curious thing that happened to you during an event?

A congress of a medical nature tended female intimate to claim woman rights in the central gallery of the hotel, a space that is frequented not only by the clients of the event but also by our individual guests or crews. In that moment, you have to take care

"Our job is about being the client's voice" Judit Criado, Events Manager at Madrid Marriott Auditorium Hotel & Conference Center hasn't doubts that the hotel is going to be a reference."



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not only the image of the hotel, but the well-being of all the clients. How did we act? We spoke with the organization, we understood the claim and we enabled a space within the area of the event where they could continue to claim, without affecting the rest of the guests staying at the hotel.

What does Marriott mean to you?

The most important hotel chain in the world, with great capacity to grow in any area and country. But for me, Marriott is like a big family, which allows a great professional and personal journey, since it conceives its workers not as employees but as associates.

What differentiates it from others?

It is a hotel of large dimensions, flexibility and versatility. With "chameleon" spaces (which are transformed), where different types of events, conventions, congresses, exhibitions, fashion showroom, awards ceremonies, etc. can be hold. If you like events, here you have the possibility to live any kind of them.

Have you lived the change to Marriott?

I joined the hotel in September 2015, and we became Marriott in November 2015, so I didn't have the opportunity to live the previous stage. I arrived just as we're beginning to learn all the Marriott processes and all the new ways of working. Conversion itself was a challenging but very rewarding process when you see the result.

How would you like to see the hotel in a few years?

Seeing the strategy, the effort and above all the enthusiasm deposited in this project every day, I have no doubt that we'll position ourselves as hotel reference not only within the brand, but also at a European level in the MICE sector.

What is your favourite corner of the hotel?

My favourite corner is the Auditorium. It is our jewel. I love the faces of people when they see it for the first time. In my day it was the space that most impressed me.

Your most special moment ...

I arrived at this hotel as a junior managing events of low volume and now I manage international events of more than 1500 people. For me the most special moment was when I assumed the responsibility of international events of great volume, it supposed on a personal level because in that moment I had to face certain fears, but in the end, you realize that you don't have to fear things but learning from them.

Define Madrid Marriott Auditorium in three words...

Empathy, collaboration and excellence.

