

Personal Demeanor

- Treat colleagues, guests and vendors respectfully. Use proper language and grammar in all settings.
- Always maintain a professional appearance. Unless told otherwise, wear professional attire to all concierge-related functions.
- Stay poised and positive under all circumstances. Remain polite, courteous and helpful at all times.
- Honor all commitments to colleagues, guests, vendors and others.
- Never practice nor permit discrimination of any type.
- *Treat colleagues respectfully.*
- Always speak with the GCCA (Gold Coast Concierge Association) President before speaking to the press as a concierge.

Guest Relations

- Respect and protect the identity and confidentiality of all guests.
- Listen attentively to guests' requests. Learn to evaluate guests by their manner, dress, and preferences. Customize each suggestion given to the needs of their particular situation. What might be good for one guest may be unsuitable for another.
- Return all correspondence in a timely manner.
- Always thank guests if they remember you in some way. Send hand-written thank you notes whenever possible.
- Always maintain professional relationships with guests. Address guests in a professional manner.
- Tactfully decline illegal or unethical requests from guests.
- Never promise guests anything unless you are sure you can deliver.
- Always offer to provide guests with written confirmations of their requests.
- Always inform guests of dress codes at restaurants.
- Always inform guests of their seat locations at an event, making note of partially obstructed or poor views.
- Advise guests up-front of surcharges, service fees or expected gratuities on tickets or other requests.

Vendor Relations

- Treat vendors with respect, professionalism and courtesy.

Appropriate verbiage is always imperative. Do not say anything you may regret.

- Never accept goods or services from vendors for personal gain, nor suggest or demand that a vendor provide compensation to you for your referrals.
- Never double-book restaurants for guests. If asked to do so, politely decline but suggest that you simply check availability.

- Always use reputable businesses and service organizations.
- Exercise objective and independent judgment in the evaluation of goods and services.
- Pay all invoices upon receipt.
- Never take advantage of restaurants that invite you for dinner by ordering the most expensive items on the menu or bringing uninvited guests along. Tip your server at least 20% of the estimated bill.
- Remember when you are invited to theatres, restaurants, or other venues that you are an ambassador of your hotel and of GCCA.
- Always thank your host(s) before you depart a concierge event and send a note of appreciation afterward.

Use of Social Media & Public Relations:

- Do not share information you would not want repeated or photos you would not want publicized. Once you have posted anything electronically, it becomes public domain. Posting negative comments about guests, colleagues, vendors or your company is unprofessional.
- Be aware of and abide by your company's policies when making personal statements about your company, its subsidiaries and/or any affiliates via electronic media, including, but not limited to Twitter, Facebook, YouTube, Instagram, etc.
- In the course of your electronic communications, if you receive inquiries from any member of the press or media regarding GCCA, you should refer the media to the current President of GCCA.
- Whether you are on company or personal time, you are NOT free to share information that is considered confidential to GCCA, including personal guest information or any company business of your employer.
- Always speak with the PR Director at your company before speaking to the press. This includes vendor endorsements.
- In the course of your personal statements or commentary to any media outlet, you may not present yourself as a representative of or spokesperson for GCCA, unless you have been authorized

in writing by the GCCA Board of Directors to do so.

- The use or duplication of the GCCA logo/insignia is prohibited without advanced written consent from the GCCA board of directors.