

Event Name	Faculty Corporate Meet- by Marketing
Topic:	How does brand Marriott manage clients from different cultural moorings?
Date: (DD/MM/YYYY)	22 nd December 2023
No. of Days:	1
Start Time: End Time:	11:00 AM – 01:00 PM
Venue Campus Name & Place:	JW Marriott Bengaluru Prestige Golfshire Resort & Spa
Section/Semester:	NA
Batch:	NA
Mod of Event Offline/ Online (Provide Virtual Link)	Offline
Name of Chief Guest/Dignitaries/Speaker:	<ol style="list-style-type: none"> 1. Shantla Jain 2. Dushyant Singh 3. Ronan Fearon
Chief Guest/Dignitaries/Speaker Designation:	<ol style="list-style-type: none"> 1. Shantla Jain:- Director of Marketing, JW MARRIOTT 2. Dushyant Singh: - Asst. Director F&B, JW MARRIOTT 3. Ronan Fearon:- General Manager, JW MARRIOTT
Chief Guest/Dignitaries/Speaker Contact No & Email Id:	<ol style="list-style-type: none"> 1. 1 Shantla Jain 2. Dushyant Singh: - 3. Ronan Fearon: -
Chief Guest/Dignitaries/Speaker Company/ Institute Name:	<ol style="list-style-type: none"> 1. Shantla Jain :- JW MARRIOTT 2. Dushyant Singh :- JW MARRIOTT 3. Ronan Fearon :- JW MARRIOTT
Event Coordinators Name & Contact No.	Dr. Anitha Nallasivam:- 9943993307 Dr. Mahalakshmi S :- 9844955081
Collaboration & Association (Company Name,	NA
Moderator (if any)	NA
No. of Participants	20
Professional Photographer Name & Contact No.:	NA
Feedback:	Yes
Brochure/Poster: (if any)	Yes

Budget of the Program (if any):	NA
Revenue Collected: (if any)	NA

1. Introduction:

The Faculty Corporate Meet held on 22nd December 2023, a dynamic platform fostering the synergy between academia and industry. Delving into the core themes on How does brand Marriott manage clients from different cultural moorings? the event became a melting pot of innovative ideas and collaborative strategies. Faculties participated with great enthusiasm, sharing insights to enhance teaching methodologies aligned with real-world demands.

2. Program Objectives:

- **Fostering Industry-Academia Collaboration:** To strengthen the relationship between academia and industry, encouraging collaborative efforts that benefit both sectors. The aim is to bridge the gap between theoretical knowledge and practical application, ensuring that academic research and teachings are aligned with industry needs and trends.
- **Knowledge Exchange and Thought Leadership:** To create a platform for the exchange of innovative ideas, best practices, and latest trends between faculty members and corporate leaders. This will enhance mutual understanding of challenges and opportunities in the respective fields.
- **Cultivating Future Industry Leaders:** To engage in discussions around shaping the future of industry leadership, including identifying skills and competencies required in graduates to meet the demands of the evolving corporate world.
- **Showcasing Research and Innovations:** To provide a stage for faculty and industry practitioners to showcase their research, innovations, and case studies, promoting a culture of research and development.

3. Relevance to PO, Relevance to PEO and PSOs

PO	Program Objective (PO)
PO1	Apply knowledge of management theories and practices to address and resolve business challenges
PO2	Demonstrate analytical and critical thinking abilities for information-based decision making
PO3	Analyse global, economic, legal and ethical aspects of business
PO4	Apply trans-disciplinary tools and techniques towards effective problem solving
PO5	Assist others and self in accomplishing organizational objectives and contribute effectively to a collaborative team setting.

PO6	Exhibit an entrepreneurial mindset for the establishment of sustainable businesses and societies.
PO7	Exemplify value-based leadership for excellence

4. Activity Overview:

The Faculty Corporate Meet held on 22nd December 2023, a dynamic platform fostering the synergy between academia and industry. Delving into the core themes on How does brand Marriott manage clients from different cultural moorings? the event became a melting pot of innovative ideas and collaborative strategies. Faculties participated with great enthusiasm, sharing insights to enhance teaching methodologies aligned with real-world demands.

5. Guest/Speakers' Profile: As per instructions from the guests their profile is not added in the report

Shantla Jain.

Marketing Strategist with 12 yrs experience, Corporate Communications, PR. Branding, Digital & Social Media Marketing. Driven and result-oriented marketing leader with 12 years of experience, delivering high-impact marketing campaigns with engaging content and communication tools, optimizing established and innovative strategies. Skilled in developing and implementing marketing strategies, executing budgeting plans with keen insight into brand management, public relations, digital marketing and social media engagement. Agile team player with excellent communication and decision making.

Experience

- Director of Marketing Communications- JW Marriott Prestige Golfshire & Mulberry Shades Bengaluru**
 Director of Marketing Communications- JW Marriott Prestige Golfshire & Mulberry Shades Bengaluru
 Marriott International · Full-time
 Aug 2023 - Present · 6 mos
 Bengaluru, Karnataka, India · On-site

Heading Marketing Communications and PR functions for Cluster of JW Marriott Bengaluru Prestige Golfshire & Mulberry Shades Bengaluru Nandi Hills- A Tribute Portfolio.
- Director Of Marketing at Conrad Bengaluru**
 In this role I have developed and implemented marketing strategies to increase brand visibility, PR and overall sales and F&B performance. | Devised annual marketing budget, optimized resources to ensure maximized ROIs. | Implemented holistic marketing plans using digital strategies, social media campaigns, print advertising, brand partnerships, media, HNI and influencer engagement. | Maintained quality content on website and all online platforms for the hotel. | Ran digital marketing campaigns to increase website traffic and grow direct booking share. | Managed creative agency coordination for content and promotional material. | Ensured brand adherence in all communications. Developed high quality image and video content. | Devised social media content strategy. | Managed Brand partnerships and alliances. | Coordinated with PR agency and devised effective media engagement strategy. | Cultivated relationship with key media.
- Cluster Director Marketing Communications- Hyderabad, IHCL**
 Headed Marketing Communications & PR for all five hotels of IHCL in Hyderabad: Taj Falaknuma Palace, Taj Krishna, Taj Deccan, Taj Banjara and Vivanta, Hyderabad

- **Marketing Communications Manager**

Headed Marketing communications and PR for the hotel. Was part of the pre-opening team and successfully launched the first Hyatt hotel in Chandigarh. Developed and implemented a comprehensive pre-launch and launch Marketing plan to gain maximum visibility and engagement from the key markets to drive revenues.

Ronan Fearon

An accomplished hotelier with over twenty years experience in the industry, hotel leadership, managing complex teams, owner relations and business units, I work hard to exceed goals and budgets, individual and collective. I have a strong focus on self-development for myself and my team members. I enjoy working with people who pursue excellence in a challenging environment. I embrace change and generate an entrepreneurial spirit within my team. I have completed both hotel management qualification as well as an MBA and I am searching for opportunity to provide satisfactory return for the company, owners and community.

Experience

- General Manager - JW Marriott Bengaluru Prestige Golfshire Resort
General Manager - JW Marriott Bengaluru Prestige Golfshire Resort

- Multi-Property Hotel Manager - Le Meridien Dubai Complex, Aloft & Element DXB
Multi-Property Hotel Manager - Le Meridien Dubai Complex, Aloft & Element DXB

Dec 2020 - Nov 2021 · 1 yr
Dec 2020 - Nov 2021 · 1 yr
Dubai, United Arab Emirates
Dubai, United Arab Emirates

Multi-property executive role overseeing operations at one of Marriott's flagship locations in Dubai which will surpass over 1,000 rooms and 25 F&B venues in 2021. Le Meridien Dubai (580 keys) is one of largest properties in the city which opened in 1979. Le Meridien Fairway (59) is a charming boutique hotel located near the airport. Aloft/Element Al Mina (192/96) and Dubai Airport (230/89) will complete the portfolio when they open in 2021. These will be the first specialised service and extended service properties operated by owning company under Marriott flags.

Dushyant Singh

Director of Operations

A creative, highly motivated proven leader with a solid understanding of a diverse range of business management applications, including market analysis, business development, team-building, account management and strategic customer relationships. Able to create and execute supportive business solutions, development of high-level revenue growth, and facilitating effective sales strategies to impact bottom-line figures and a Good organizational capability with the ability to motivate and lead a team that can achieve organizational and financial goals effectively.

- JW Marriott Bengaluru Prestige Golfshire Resort & Spa
JW Marriott Bengaluru Prestige Golfshire Resort & Spa

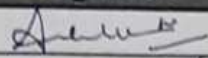
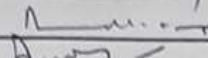

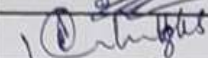
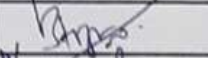
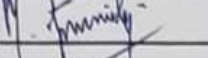

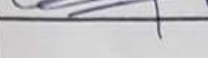
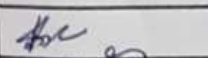
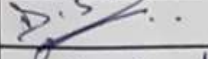
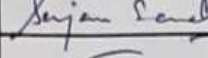
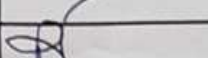

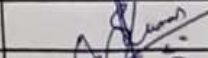
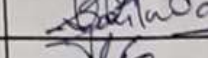
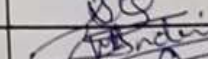
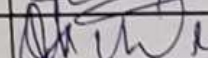
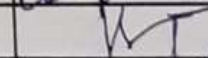
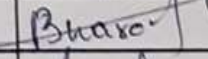
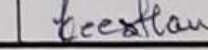

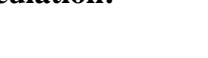
Full-time · 2 yrs 5 mos
Full-time · 2 yrs 5 mos
JW Marriott Bengaluru Prestige Golfshire Resort & Spa, India
JW Marriott Bengaluru Prestige Golfshire Resort & Spa, India

- Director of Operations
Director of Operations JW Marriott Bengaluru Prestige Golfshire Resort & Spa.
- EAM F&B
EAM F&B Coorg Marriott Resort & Spa · Part-time
Coorg Marriott Resort & Spa.

6. Summary and Key Learnings of the session:

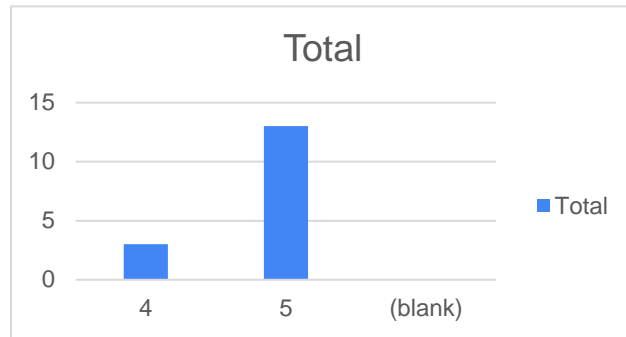
The session provided an in-depth exploration of Marriott International's strategies and practices in managing a culturally diverse clientele. Beginning with an overview presented by a senior Marriott executive, participants gained insights into the company's global approach to cultural sensitivity. Real-world case studies highlighted the practical application of these strategies across different regions. The panel discussion with industry experts and Marriott executives delved into the nuances of cultural intelligence in hospitality. Interactive workshops and a cultural sensitivity training session equipped participants with hands-on skills for effective intercultural interaction. Networking opportunities fostered a collaborative learning environment, and the session concluded with a summary of key strategies and participant feedback.

7. **Participant details:** Marketing area Faculties
8. **Details of Winners (if applicable):** - NA
9. **Details of the judges (if applicable):** - NA
10. **Attendance records:**

Sl.No	Title	Name	Signature
1	Dr.	Anantha Subramanya Iyer K N	
2	Dr.	Anitha Nallasivam	
3	Dr.	Anurag Jain	
4	Dr.	Hemanth Kumar S (Marketing)	
5	Dr.	Kalavathy K S	
6	Dr.	Krishna Koppa	
7	Dr.	M Govindaraj	
8	Dr.	M H Sharieff	
9	Dr.	Mahalakshmi S	
10	Mr.	Rahul Gupta	
11	Dr.	Raja Sankaran	
12	Dr.	Sangeeta Devanathan	
13	Dr.	Sanjana Samaddar	
14	Mr.	Sanjiv Mathur	
15	Dr.	Satish Kumar R	
16	Dr.	Saurabh Srivastava	
17	Dr.	Sharat Kumar	
18	Dr.	Smita M Gaikwad	
19	Ms.	Suparna Ghosal	
20	Dr.	Trupti Dandekar Humnekar	
21	Dr.	Umesh Chandra	
22	Dr.	Vishal Soodan	
23	Mr.	Bharath H	
24	Ms.	Keerthana A R	

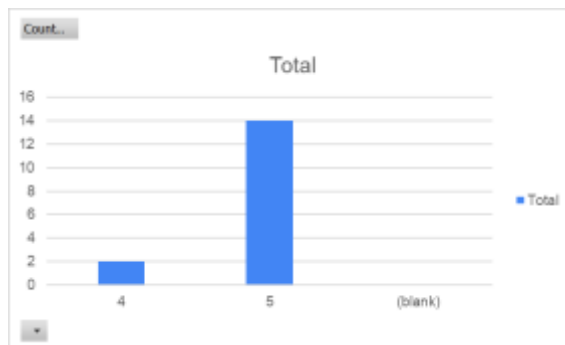
11. Participants' Feedback, Feedback Analysis, and Attainment Calculation:

1. Was the topic relevant for your department of CMS Bschoo



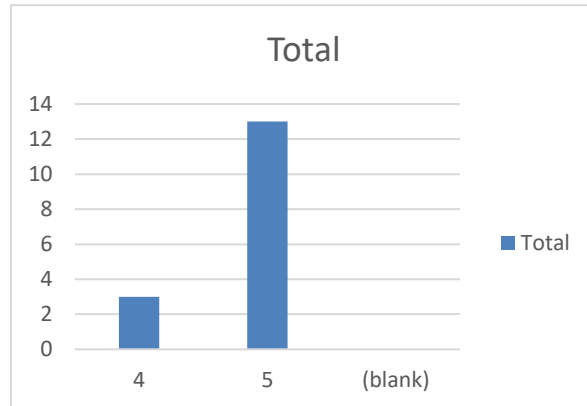
The data overall suggests a high level of relevance for the topic within the CMS B-School department. With a majority of responses (13 out of 16) giving the highest relevance score of 5, it can be inferred that the topic was very well-received and considered highly applicable. The responses with a score of 4, though fewer, also indicate a positive reception, albeit with slight reservations. The lack of lower scores (1-3) is notable and reinforces the perception that the topic was relevant and well-chosen for the audience. The feedback can be considered highly positive and indicative of the topic's success in aligning with the interests and needs of the department.

2. Was industry expert able to deliver the session based on the expected contents of the session



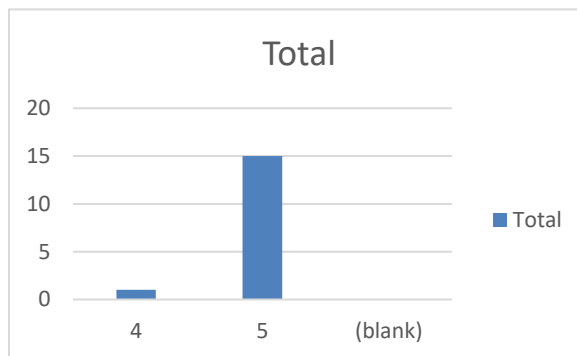
The data suggests a very positive reception of the industry expert's ability to deliver the session in line with its expected contents. The fact that the majority of respondents (14 out of 16) gave the highest possible rating indicates strong agreement that the session met or exceeded expectations. The two responses with a score of 4 also show a positive reception, though with some reservations. The absence of lower scores (1-3) is notable and underscores the expert's success in meeting the session's objectives. Overall, the feedback can be interpreted as highly favorable, indicating that the expert's delivery was well-received and aligned well with what was anticipated by the participants.

3. The sessions provided faculty with an opportunity to reinvent learning strategies in the classroom to help make students future ready



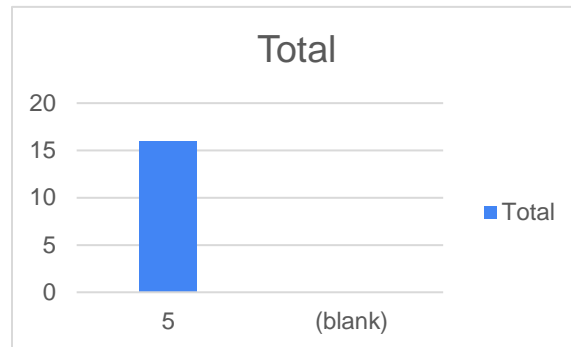
The data indicates a very positive reception of the sessions in terms of their ability to help faculty reinvent learning strategies for preparing students for the future. The majority (13 out of 16) giving the highest rating (5) is a strong indication that most respondents felt the sessions were highly effective and aligned well with their objectives. The three responses with a score of 4 also indicate a positive perception, albeit with slight reservations. The absence of lower scores (1-3) is notable, suggesting that none of the respondents felt the sessions fell significantly short of expectations. Overall, the feedback can be interpreted as highly favorable, indicating that the sessions were successful in providing faculty with valuable insights and tools to enhance their teaching strategies for future-ready education.

4. The FCM helped faculty to update and renew learning with the recent trends in the industry



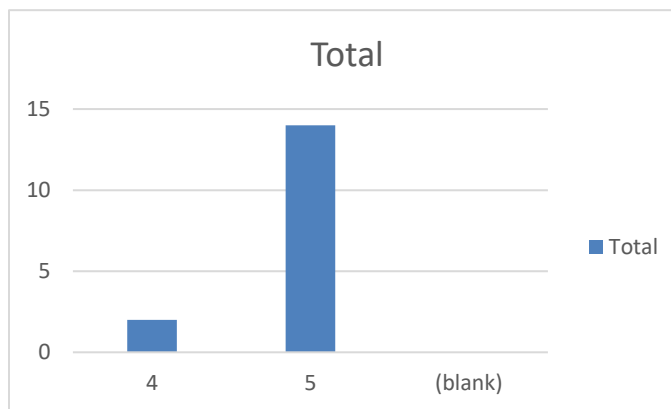
The data suggests a very positive reception of the FCM in terms of its ability to help faculty update and renew learning in alignment with recent industry trends. The fact that the majority of respondents (15 out of 16) gave the highest possible rating indicates strong agreement that the FCM was highly effective in meeting this objective. The single response with a score of 4 also shows a positive reception, though with some reservations. The absence of lower scores (1-3) is notable and underscores the success of the FCM in meeting the faculty's expectations in this regard. Overall, the feedback can be interpreted as highly favorable, indicating that the FCM was successful in providing faculty with valuable insights and tools to enhance their teaching strategies in line with the latest industry trends.

5. Was session interactive enough to clarify doubts / queries and share your perspectives



The data suggests an overwhelmingly positive reception of the session in terms of interactivity. The unanimous score of 5 from all respondents is a clear indication that the session was extremely effective in engaging participants, allowing for a thorough clarification of doubts and an open exchange of perspectives. The absence of lower scores (1-4) and the uniformity of the responses highlight the session's success in fostering an interactive and communicative environment. This level of interaction is often critical in educational and professional settings for effective learning and exchange of ideas. Overall, the feedback can be interpreted as highly favorable, indicating that the session was well-received in terms of its interactive nature and effectiveness in engaging participants.

6. The FCM helped faculty to understand real-world management learnings that I can apply to my classroom teaching



The data suggests a very positive reception of the FCM in terms of its ability to help faculty understand and integrate real-world management learnings into their classroom teaching. The majority of respondents (14 out of 16) giving the highest rating of 5 is a strong indication that most found the FCM highly effective in bridging practical industry insights with academic teaching. The two responses with a score of 4 also indicate a positive perception, albeit with slight reservations. The absence of lower scores (1-3) is notable and underscores the success of the FCM in meeting the faculty's expectations for practical, real-world applications in their teaching. Overall, the feedback can be interpreted as highly favorable, indicating that the FCM was successful in providing valuable, real-world management insights that can be effectively applied in educational settings.

12. Proposals for the Event/Programme:

To,
 The Programme Coordinator for kind approval,
Sub: Faculty Corporate Meet

The purpose of the guest lecture is to provide specific inputs and exposure from a practitioner’s perspective on select concepts in How does brand Marriott manage clients from different cultural moorings? The visit has been planned for two hours. The planned program duration will be during 11:00 AM to 01:00 PM on 22nd 0December 2023.

Respected Programme Coordinator your kind approval is requested for the conduct of the same.

The Dean has recommended this proposal.

Kind Regards,

Faculty Coordinator
 FCM Committee
 Signature

Program Coordinator
 Approval Authority
 Signature

13. Minutes of Meetings:

Meeting Title	Faculty Corporate Meet	
Date of Meeting	04/12/2023	
Meeting Venue	LH:310	
Meeting Agenda	To plan for Faculty Corporate Meet	
In Attendance	Name	Title/Department/Organization
1	Dr. Sangeeta Devanathan	Area Chair –Associate Professor / Marketing Area
2	Dr. Anitha Nallasivam	Programme Coordinator-Professor / Marketing Area
3	Dr. Mahalakshmi	Assistant Professor / Marketing Area
4	Prof. Suparna Ghosal	Adjunct faculty / Marketing Area
Key Meeting Outcomes		
	<ul style="list-style-type: none"> Finalization of event date and name. Finalization of the topic 	
Action Plans, if any (along with the First Person Responsible)		

14. Budget: -

To,

The Directors/ Dean for kind approval

Sub: Budget for “Faculty Corporate Meet”

The Faculty Corporate Meet: How does brand Marriott manage clients from different cultural moorings? 22nd December 2023 in Nandi Hills Road Karahalli Post, Kundana Hobli, Taluk, Devanahalli, Bengaluru.

The following are the requirements for the same:

Sl. No.	Details	Amount (₹)
1	Traveling expenses	10000
2	Food	8000
3	Mementos	4000
	TOTAL	22000

Total in Word: Twenty-two thousand rupees only

Director/Dean, kind approval is requested for conducting the ‘Faculty Corporate Meet, and incurring the expenses Twenty-two thousand rupees only

Only towards the same.

The Dean has recommended this proposal.

Kind Regards

Faculty Coordinator
FCM Committee
Signature

Dean
Approval Authority
Signature

Director
Approval Authority
Signature

15. Brochure/Poster:

FCM - Faculty Corporate Meet

How does brand Marriott manage clients from different cultural moorings?

Shantla Jain

Director of Marketing, JW MARRIOTT

Dushyant Singh

Asst. Director F&B, JW MARRIOTT

Ronan Fearon

General Manager, JW MARRIOTT



22nd December 2023



Time: 11:00 AM - 01:00 PM



JW Marriott Bengaluru Prestige Golfshire Resort & Spa

Faculty Coordinators:

Dr. Anitha Nallasivam
FDP Committee, Marketing Area
JAIN (Deemed-to-be University)
Faculty of Management Studies
CMS Business School

Dr. Mahalakshmi S
FDP Committee, Marketing Area
JAIN (Deemed-to-be University)
Faculty of Management Studies
CMS Business School



Figure 1: JW Marriott Prestige Golf Shire General Manager Mr. Ronan Fearon addressing our faculty members.

Figure 2:- From left Mrs Keerthana, Dr. Kalavathy, Dr. Mahalakshmi, Dr. Anitha, Prof Suparna, Dr. Trupti and Dr. Sanjana during the session



Figure 3:- From left Dr. Sherriff, Dr. Smitha, Dr. Anurag, Dr. Satish, Dr. Hemanth and others interaction with the Mr. Ronan.



Figure 4:- JW Marriott General Manager Mr. Ronan



Figure 4:- Group photo, marketing area faculties with Shantla Jain director of marketing at JW Marriott prestige Golf Shire.