



## REVIEW YOUR EXPERIENCE

- What are some of the things you have wanted to change but haven't had the time to change in your visitor's / client's experience?
- Review feedback forms and online reviews to jog your memory
- Is there new technology you can integrate / new trends in the industry you can incorporate?
- Are there new products / new markets that could potentially help a better return on investment?
- How is your booking process? Can this be improved too?



## UPDATE YOUR COMMUNICATION CHANNELS

### BUSINESS TIPS DURING COVID-19



- Are you on all the necessary channels for your customers? If you are unsure reach out to us and we can help you understand which channels are best suited for your clients.
- Get the channels ready for when business starts ramping back up
- Build content ready for the year ahead, imagery, video collations of past experiences, memes
- Keep your audience connected over this time on all your channels but don't spend too much time on promotion of product – they are not interested right now, show your human side and that you are riding the wave with them
- Get your website up to date, it still remains the most important tool for a business
- Review all third-party sites that reference your product and update or listen to what they are saying about you

## POLICIES & PROCEDURES

- Yes this maybe the boring part but the essential part for your business
- Review the new AAAS guidelines and see how your business matches best practise.
- Update your risk management plans and policies to consider epidemics in the future, what would you have done differently, how could impacts be prevented in the future.
- Some of the industry awards often get you to think about areas of your business that you can improve and are good tools to use to review your practises as well
- Identify your training gaps in the staff and use this time to connect them to some of the FREE training that is offered through TAFE right now if you have been affected by COVID-19.

