

Services

prepared for



MAL ENTERTAINMENT

Presented by





We are a business coach, educational resource and technology implementation specialist for the hospitality and nightlife industry! We craft customized solutions specific to our clients' circumstances. We are excited to be of assistance in the following ways:

Build the Team!

- ❖ Recruit
- ❖ Develop
- ❖ Retain

Market & Promote!

- ❖ Digital Presence
- ❖ Guerrilla Market
- ❖ Plan Events

Analyze & Coach!

- ❖ Analyze Operations
- ❖ Identify Issues
- ❖ Offer Solutions

Educate & Develop!

- Provide ...
- ❖ Resource Farm
- ❖ Online Platform
- ❖ Proprietary Instruction

Instruction

Build the Team!

- Whether it comes to building the perfect **online funnel** or going out to **draft** the top talent, we will transform your organization into a **recruiting** machine!
- What's the difference between **training** and **development**? Find out with our **proprietary** initial and ongoing **educational methods**!
- We'll share our secrets for **retaining** the best of the best. Guess what? Most of them don't cost anything!

Build marketing campaigns to attract top talent!

Provide the best leadership and cast development in the industry!

Continue to develop and retain through our own proven methods!

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Market and Promote!

- Audit **digital presence** to be sure **websites** and **listings** are optimized; help clubs meet more aggressive posting schedules and make compelling content!
- Design **guerrilla marketing** calendars with tips and tricks for success!
- Provide concepts for **specials** and **events** together with step-by-step activation instructions!

Audit digital presence & provide analysis.

Create Resource Farm for specials, promos & events.

Full digital and onsite access to MEPA Bootcamp.

provide analysis.

promos & events.

MEPA Bootcamp.

Analyze and Coach!

We would be excited to look at your current operation—including concepts, marketing, entertainment, hospitality, F&B, security, technology, finance and compliance—to identify areas of opportunity. We review policies, procedures, systems, forms and data management. Then we work with the team to suggest and implement solutions!

“Mystery shop” venues and provide detailed reporting.

Review policy & procedure organization-wide; work with team to further assess operations.

Provide comprehensive solutions with a range of implementation options.





Educate and Develop!

We pride ourselves on the ability to share our hard-won knowledge with team members in a way they can wrap their heads and arms around! We provide deep dive training in areas such as Culture, Marketing, Hospitality, Beverage, Finance and Technology.

Populate a Resource Farm with expert hacks, available on demand.

*demanuq
available on*

Develop an online platform and video-conference education program.

*brodizaw
education*

Provide deep dive onsite education, including our proven BevEdge, MEPA and Next Level Leadership.

Level Leadership
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Additional Resources



*Unleash your creative
beast, then learn how to
tame it! Next level digital
tactics meet guerrilla
marketing muscle!*






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presents
**NEXT LEVEL
LEADERSHIP**
EST. 2024

LEADERSHIP COACHING FOR THE
HOSPITALITY INDUSTRY BY THE HOSPITALITY
INDUSTRY




- Culture
- Leadership
- Cast Relations
- Guest Relations
- Marketing
- Finance
- Revenue Centers
- Beverage
- Technology
- Entertainment



BEVERAGE
EDUCATION BY
OPERATORS, FOR
OPERATORS

This interactive
adventure is designed
to give your business an
edge! During these
twenty hours of live
content, your venue is
the classroom as cast
and leaders learn
beside one another.
Measurable results in
less than a week!



Kelly Skillen is the founder of KMA Consulting Group. She has worked in hospitality for over 30 years, in jobs ranging from bartender and server in New York's infamous Times Square to Executive Director of Operations for national organizations such as Scores and Larry Flynt's Hustler Clubs. She formed KMA to work with businesses who genuinely wanted to grow and benefit from forward thinking!

Neil Kluttz began his career in nightlife as a security host but quickly ascended to the ranks of leadership, serving as general manager at MAL for over 20 years. He moved to multi-unit management for Go BEST! before joining KMA.

