



Propelling the advancement
of teaching and learning.



Federations On Fire

🔥 **Central CHRIE Federation on Fire!**

🚀 **Digital Success Strategies: Positioning Hospitality Assets for Success in Our Digital World**

Ignited by:

Dr. Pei Liu, Director of Education, Central CHRIE
Director of HM Graduate Program, University of Missouri



The November Central CHRIE Zoom-In Session featured Ed Schwitzky, a seasoned marketing strategist and founder of Edited mktg. With extensive experience in hospitality, including leadership roles at Westin Hotels & Resorts, Ed shared insights on the topic, *“Positioning Hospitality Assets for Success in Our Digital World.”*

Ed discussed strategies to enhance digital positioning, customer service, and personal branding within the hospitality and travel industries. Drawing on his expertise, he provided actionable tips for adapting to the evolving digital landscape, ensuring success in a highly competitive market. The session concluded with an engaging Q&A segment, allowing attendees to explore practical applications of these strategies in their respective fields.

To watch the full video 📺, please click the link, [Positioning Hospitality Assets for Success in Our Digital World](#)