

CRYSTAL WASHINGTON TECHNOLOGY STRATEGIST & FUTURIST



Crystal works with hospitality and tourism organizations that want to use technology to increase profits and productivity

WHAT CLIENT'S HAVE TO SAY

Crystal provided us a dynamic workshop with relevant social networking information in a power-packed, engaging and entertaining presentation. Incredibly, I am now having requests from attendees wanting to know if Crystal will be at next year's event.

**-J. Ruley, Contract Compliance,
Houston Airport System**

Crystal you were simply OUTSTANDING!!! This audience recognized you as one of the top presenters of the conference. You are truly a subject matter expert in this area and your unique presentation style, knowledge, charm and eagerness share information really touched our attendees. They left your sessions energized and eager to learn more in the social media space.

**-C. Edwards, Global Account Executive,
Marriott International, Inc.**

Your humorous style and delivery had the audience engaged and often erupting in laughter.

**-Tracey Rath, Global Account Executive,
ConferenceDirect**

"The Automation Equation" was the highest scoring presentation we've planned in over eight months! The WestField chapter and participants were completely amazed and impressed by your presentation! Thank you for making myself and the committee members look so good for hiring you! I'm always amazed at your level of energy and professionalism.

**-Anne Barron,
VP Education, MPI Westfield**



The Sales Master Class: Technology Automation for Efficiency, Relationship Building, and Increased Profits

- ✔ Use technology to get a greater ROI when networking and attending conferences
- ✔ Leverage apps to automate important, time-sucking tasks and spy on your competition
- ✔ Utilize online tools that will make you more efficient while strengthening your business relationships
- ✔ Become a decision-maker magnet by understanding the five most important LinkedIn tactics



Operation Gen Y—Attracting Young Urban Travelers

- ✔ Discover the top three misconceptions Baby Boomers have about Gen Y travelers
- ✔ Understand how to connect with powerful online influencers who control Gen Y travel spending
- ✔ Learn the top travel technology trends for millennials



Fun Digital Promotions

- ✔ Master creating interactive social media posts that get click-throughs and bookings
- ✔ Discover innovative tactics for using YouTube, Instagram and Pinterest for customer engagement
- ✔ Create a simple social strategy for your upcoming promotions



Imagine the Future

- ✔ Identify the significant ways in which technology is changing human beings
- ✔ Understand generational differences and technology preferences for increased team participation and client acquisition
- ✔ Discover how technology like augmented reality, beacons, and artificial intelligence are shifting the job market and your customers' communication preferences and needs
- ✔ Uncover what you should do NOW to get ahead of the curve and thrive!



Book Crystal Today!

713.383.9351

crystal@crystalwashington.com

448 W 19th Street #327, Houston, TX, 77008





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 PRACTICAL TECHNOLOGY INNOVATION
 for SALES, MARKETING AND EFFICIENCY



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The book has great tips to use technology in strategic ways to make connections and get more business. Now you can figure out how to stop wasting time on your cell phone and turn it into a tool to improve your productivity and maybe even help your business.

-G. Guyton

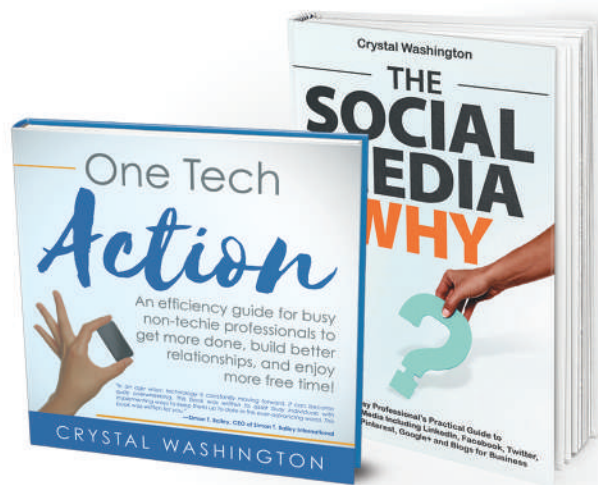
I'm a Boomer, a veteran at Internet Marketing for over 15 years now. It's refreshing to finally have a social media book for business that I can refer to over and over again. Thanks, Crystal, for "writing it plain" — easy to understand, learn and apply.

-R. Baker

In just one weekend, I've finally figured out this social media stuff with the guidance of Crystal Washington and "The Social Media Why." This isn't the first book I've read on social media, but it is the first to motivate me to re-evaluate my half-hearted attempts at using social media for business and to get me to institute practical application.

-M. Cloud

PRAISE FOR
 "One Tech Action" &
 The Social Media Why"



Crystal's Clients Include:

British Airways, Delta, Marriott, Hilton, American Bus Association, American Society of Travel Agents, Houston Airport System, ConferenceDirect, Meeting Professionals International, Arkansas Association of Convention & Visitors Bureaus, Florida Governor's Conference on Tourism, South Dakota Governor's Conference on Tourism, Long Island Convention & Visitors Bureau

