

Enlighten, Encourage, Empower

Creating a Framework for Diverse
Learning in Practice





ENLIGHTEN

Sharing and disseminating knowledge with others so that they can understand information at an appropriate level for their position, interests, or profession.



ENCOURAGE

Encouraging active engagement with the learning process and providing them the tools to be comfortable with research and exploration.



EMPOWER

Planting seeds that provide routes for others to create their own opportunities to dive deep and learn about their passions.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Business Development Seminar	2	3 Project Delivery Seminar Women in the Workplace	4 Facade First Fridays	5
6	7	8	9 Customer Experience Seminar	10	11	12
13	14	15 Thinking Beyond the Property Line	16 Digital Future Seminar	17 Top Projects / Design Excellence	18	19
20	21	22	23 HKS Learning Live	24	25	26
27	28	29	30			

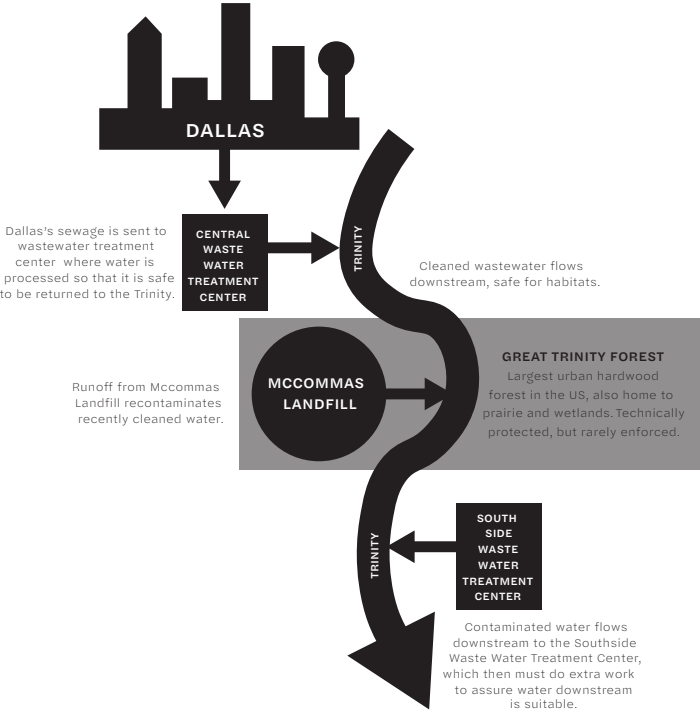
ENLIGHTEN



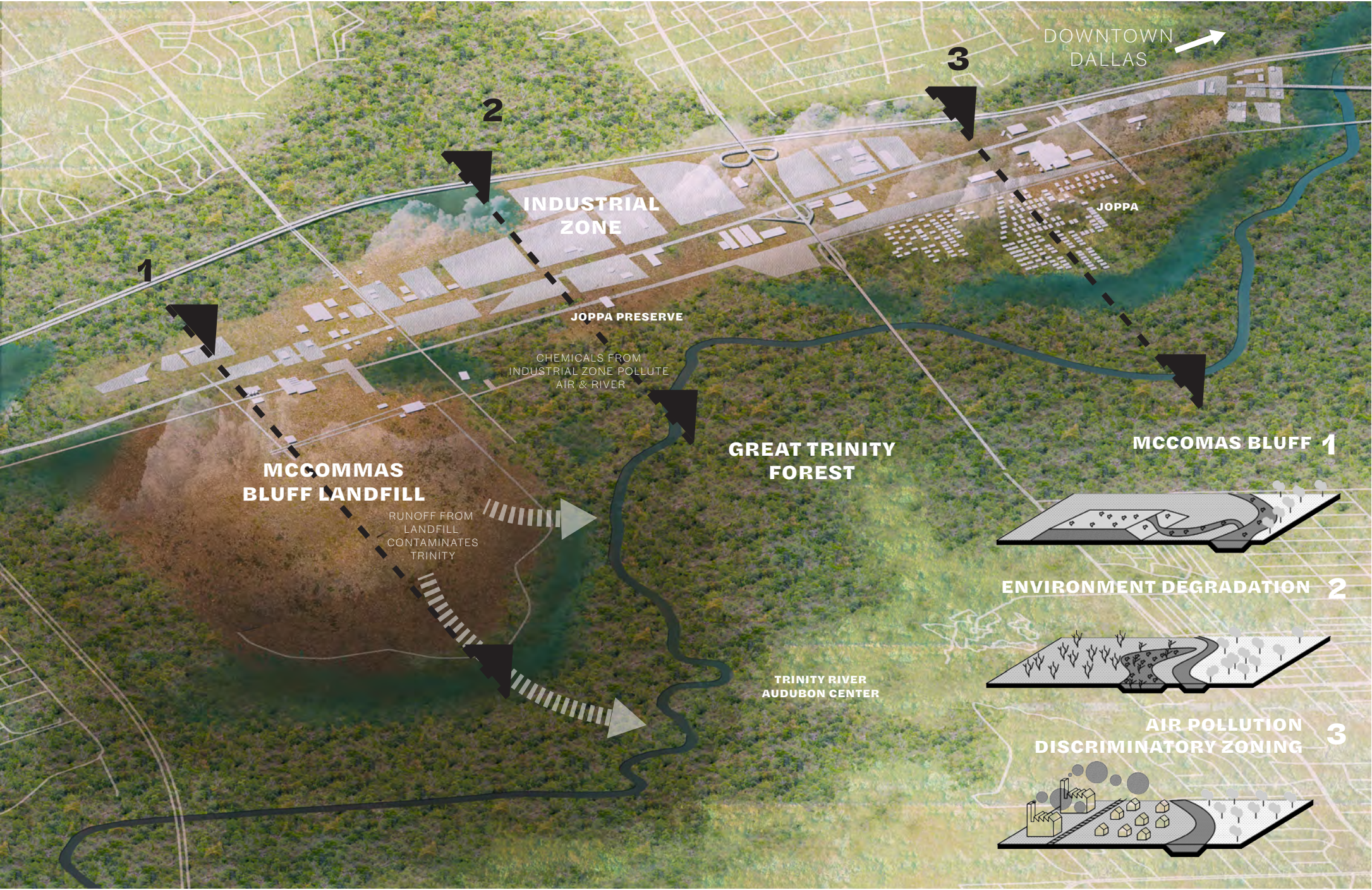
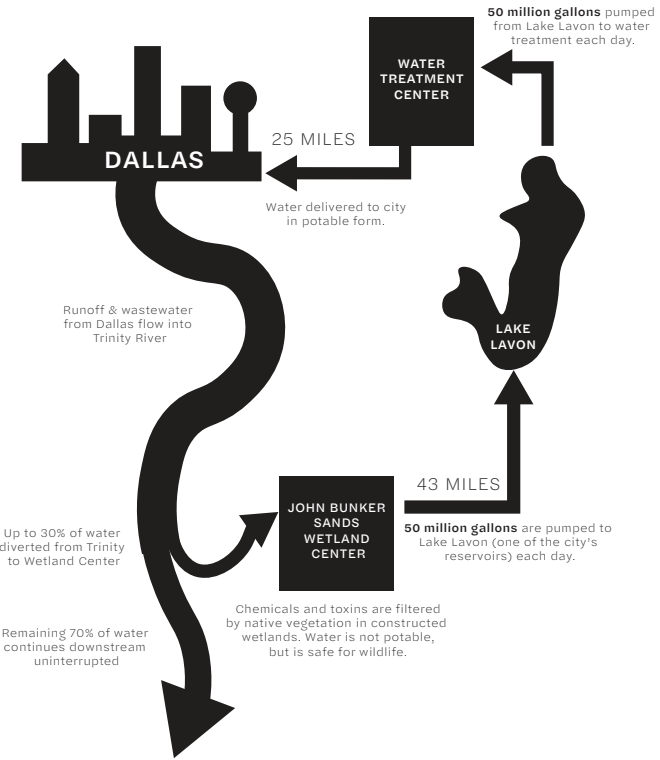
ENCOURAGE

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DALLAS WASTEWATER SYSTEM

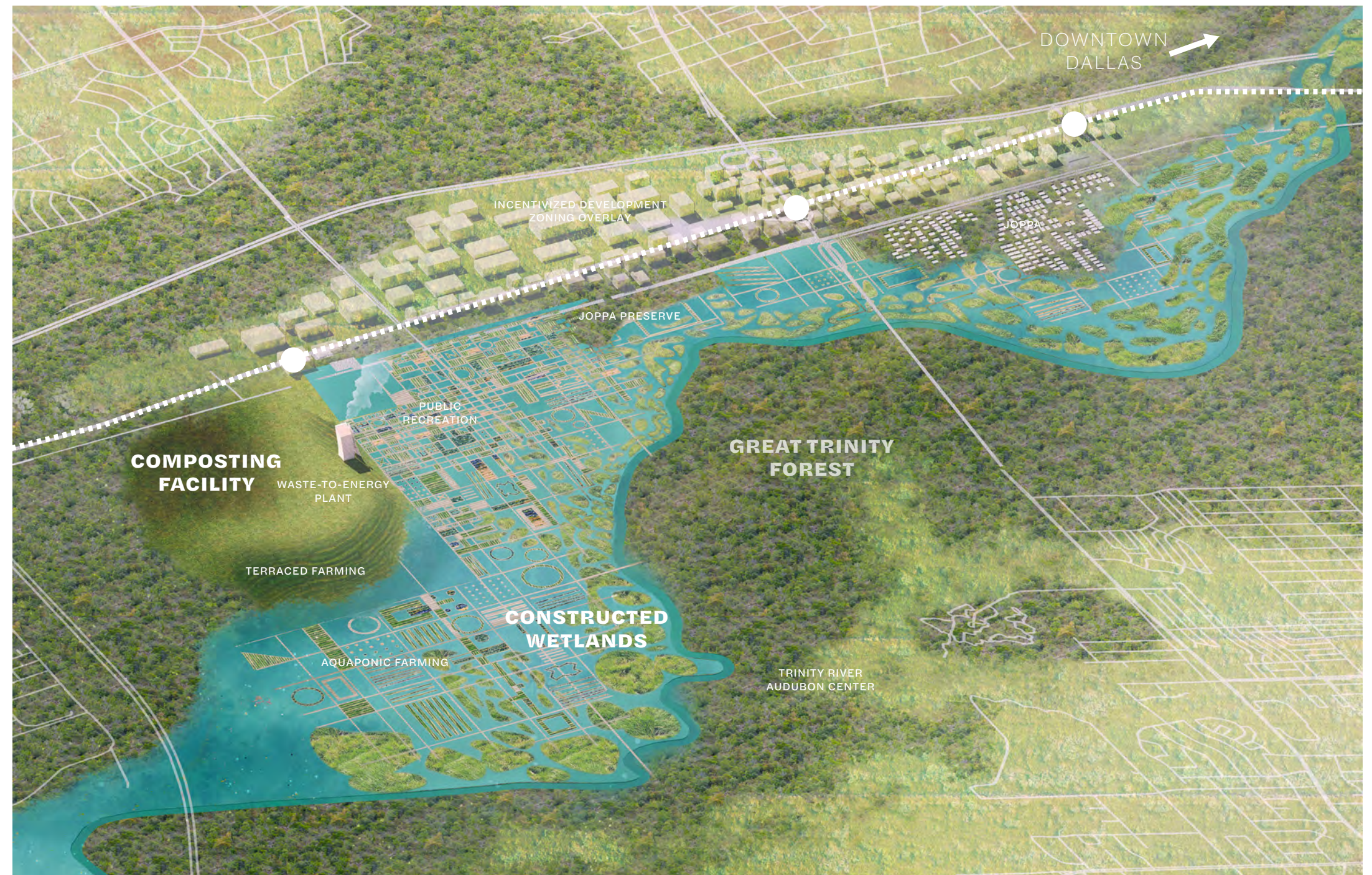
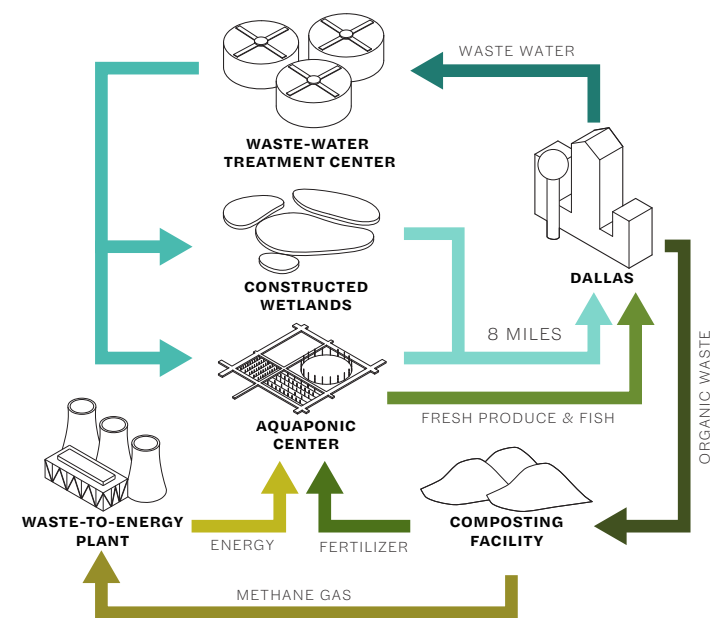


DALLAS WATER SUPPLY



ENCOURAGE

IMPROVED INFRASTRUCTURE FUNCTIONALITY



ENCOURAGE



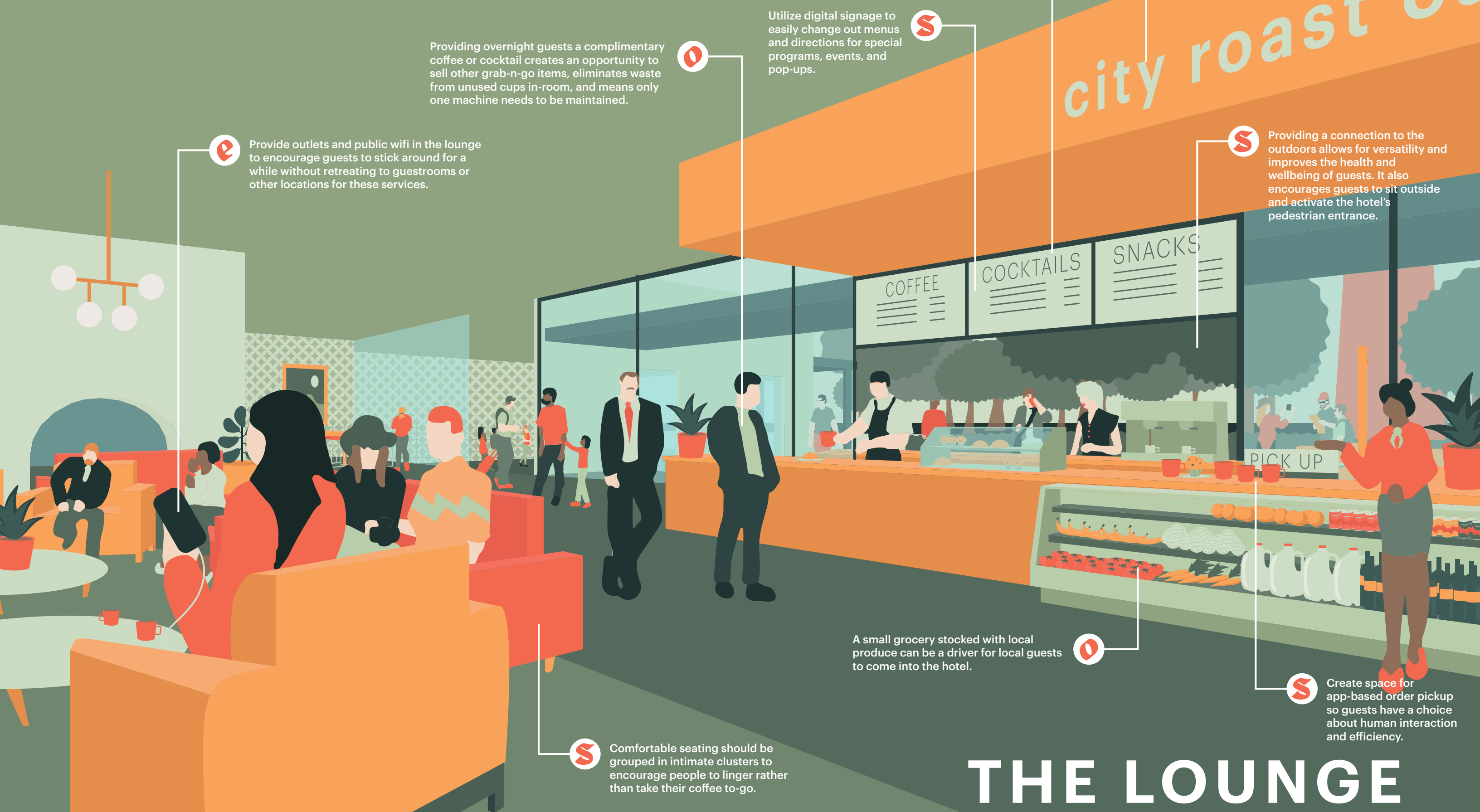
EMPOWER

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EMPOWER

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Providing overnight guests a complimentary coffee or cocktail creates an opportunity to sell other grab-n-go items, eliminates waste from unused cups in-room, and means only one machine needs to be maintained.

Utilize digital signage to easily change out menus and directions for special programs, events, and pop-ups.

Provide outlets and public wifi in the lounge to encourage guests to stick around for a while without retreating to guestrooms or other locations for these services.

Providing a connection to the outdoors allows for versatility and improves the health and wellbeing of guests. It also encourages guests to sit outside and activate the hotel's pedestrian entrance.

A small grocery stocked with local produce can be a driver for local guests to come into the hotel.

Comfortable seating should be grouped in intimate clusters to encourage people to linger rather than take their coffee to-go.

Create space for app-based order pickup so guests have a choice about human interaction and efficiency.

THE LOUNGE

EMPOWER



Visual access between the lobby and dynamic event space encourages flow between them. Operable partitions that allow for control of visual, acoustical, and physical separation allow for both public and private events to be held at various hours.

Dynamic event spaces should take advantage of the current ballroom ceiling design technology. Hanging rigs are essential for versatility. Light fixtures that can change colors and configurations can also be an asset to changing the vibe of the space and providing options for customization.



Operable partitions between interior and exterior space creates opportunity to take advantage of good weather and expand to the streetfront when wanted, and have security and privacy when needed.



Food pop-ups create expanded options for guests to sample local cuisine so that the hotel's in-house options can focus on quality while retaining operational simplicity.



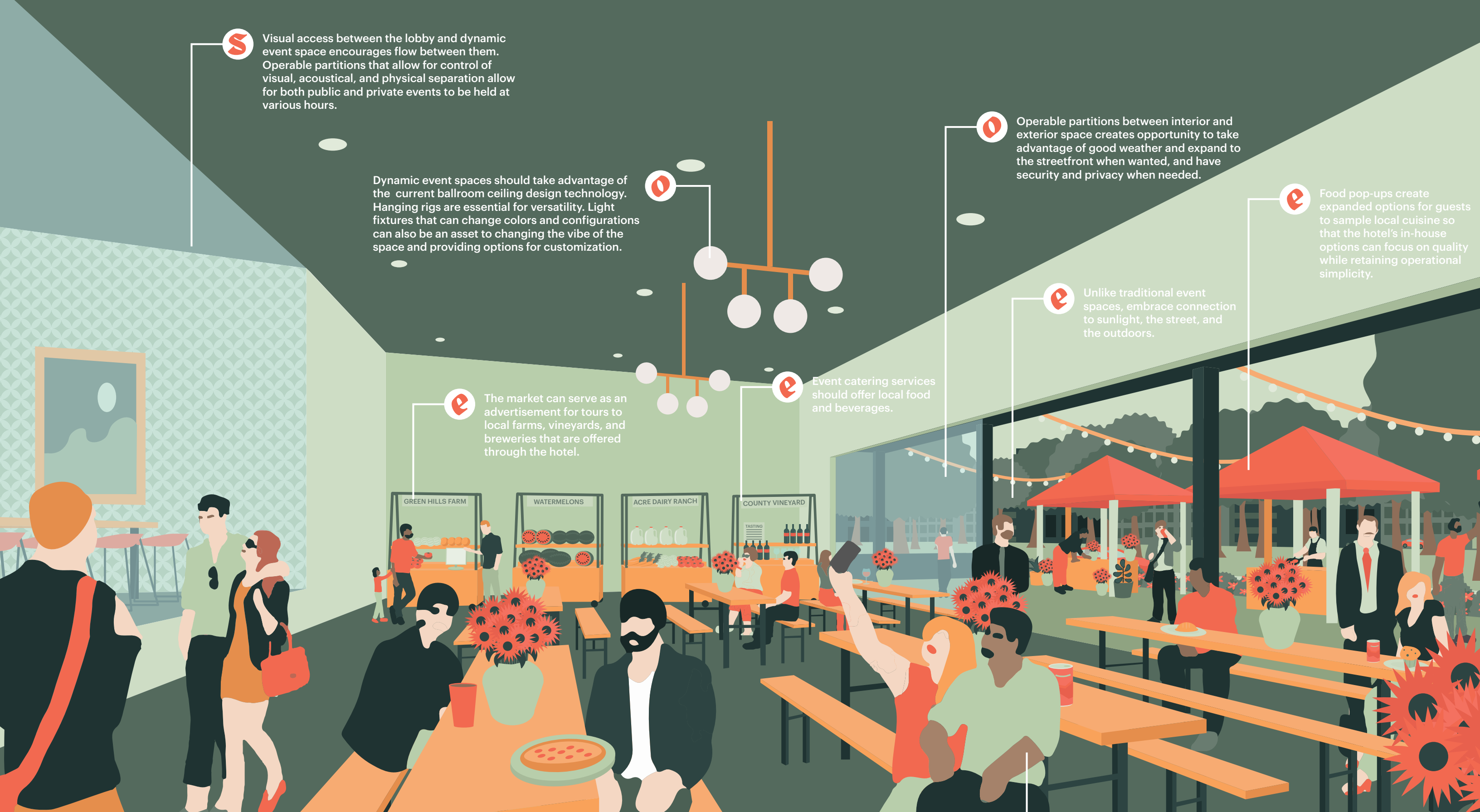
Unlike traditional event spaces, embrace connection to sunlight, the street, and the outdoors.



The market can serve as an advertisement for tours to local farms, vineyards, and breweries that are offered through the hotel.



Event catering services should offer local food and beverages.



ENLIGHTEN

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WHO IS THE AUDIENCE? HOW DO THEY COMMUNICATE?



A VISUAL
TOOLKIT



A SHORT
PRESENTATION



A PASSIONATE
STORY