

CASE STUDY 03 | DAVIDSON HOSPITALITY

Leading hospitality management company | Speaker preparation workshop for internal leadership event

THE CHALLENGE

Davidson Hospitality runs an annual internal event where subject matter experts from across the organization take the stage to share insights with peers. In prior years, content was strong, but delivery was inconsistent, speakers were deeply expert but not always practiced at making that expertise land with an audience.

Leadership wanted to raise the bar across the board: better-prepared speakers, more engaging sessions, and a measurable lift in audience experience.

BUSINESS STAKES

Internal events like this one shape culture, align teams, and reinforce what leadership values. When speakers feel flat, the message does too. Davidson needed the event to land as a signal of investment in its people and in the way the organization communicates.

WHAT WE WORKED ON

CCA delivered a two-day speaker preparation workshop led by LaQuita Cleare (March 12–13, 2024), focused on helping Davidson's subject matter experts become memorable presenters, not just knowledgeable ones:

- **Story structure:** turning deep expertise into a narrative arc that the audience will actually remember
- **Hooks and openings:** first-sentence techniques that pull the room in and earn attention before the content lands
- **Transitions and closings:** connective tissue that keeps sessions moving, and endings that leave an impression
- **Delivery mechanics:** vocal variety, pacing, stage presence, and confident use of the space

- **Audience engagement:** applied use of CCA's Engagement Code™ framework for keeping a room leaning in
- **Live practice with individualized feedback:** every speaker in the room gets reps and personalized coaching

RESULTS

- Post-event surveys identified this year's speakers as the most well-prepared and engaging in recent memory
- Speakers who attended the CCA workshop received notably higher audience ratings than those who did not, a measurable, side-by-side lift
- The internal leadership event became a stronger reinforcement of organizational culture and expertise
- Davidson walked away with a reusable speaker-prep playbook to apply to future events

"The event went famously. We consistently heard that this year's speakers were the most well-prepared and engaging in memory. The speakers who attended the workshop also had notably higher ratings in our survey than those who did not. The impact was truly measurable!"

Carl Meyers

Vice President, Learning & Organizational Development
Davidson Hospitality

