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HOW IMAGINE A DIFFERENT EVENT?

Juan Darío Plocharski, Event Technical Coordinator at Madrid Marriott Auditorium Hotel & Conference Center gives us the keys to create a reality from the imagination

How’s your daily routine at the hotel?

In the department of Event Technical Coordination, every single day is different.

Our department is responsible for coordinating, supervising and supporting all the events that take place in the hotel, attending meetings with clients, advising on the different possibilities offered by our facilities, as well as offering detailed information about the structural and technical characteristics of each of our areas.

The main goal of the Technical Coordinator within the organization is to provide the hotel technological knowledge, providing added value and differentiating itself from its main competitors. It’s very important that the Technical Coordinator has planning capacity, anticipating to future events.
How do you imagine the Madrid Marriott Auditorium in a few years?

In the future I see hotel being the number one in MICE.

Nowadays, the sector is immersed in a dynamic which forces us to be creative and offering, not only an excellent service to our clients, but also to provide the necessary tools in order for the events to be unique, getting as a result that the attendees live an extraordinary experience.

At the Marriott Auditorium we have an infrastructure which makes the difference and we’re committed to a continuous technological renovation. Besides, it has a team of incredible professionals. Together with my colleague Cristina Hanna, our job here is to help clients to squeeze all the resources provided by one of the largest hotels in Europe.

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Madrid Marriott Auditorium in three words

Compromise, learning and excellence.

How has the Madrid Marriott adapted to the new trends of last years?

In order to adapt to new trends, we must be aware of what happens on a day-to-day basis, understanding the new needs of our clients. Anticipating to these changes is the key.

An example of this is, the change of all WIFI antennas have improved this service completely. Every corner of the hotel has an excellent signal. In Madrid, few hotels can offer this quality of service.

Two months ago, we had an event - more than 3,000 attendees - with a peak demand for connected devices that was the maximum of the last years: more than 5,000 devices connected at the same time working perfectly.
How can services be personalized by technology?

I just think that is the essential feature of the Madrid Marriott Auditorium: everything can be personalized. The establishment has the advantage of being able to change its skin daily and this makes the difference. These changes imply the coordination of practically all the departments. An example of this are the screens of the halls, internet, or the lights of the meeting rooms that have 6 different scenarios to be able to use them according to the layout of the Audiovisual sets as well as to adjust their intensity as the client desires.

Technologically it’s a very prepared hotel, for example, our 56 meeting rooms have a high-resolution screen of 49 inches over their doors, which can be personalized according to the needs of each event.

From Technical Coordination we take care of creating personalized designs for each event. Our colleague Sergio Gómez from the Marketing Department does the same by personalizing the 25 vertical mirror screens that are distributed throughout our main hall as well as the screens that are located in each elevator.

In addition, we’ve 3 videowalls. One in the main entrance in vertical format composed of 8 screens. And two more located at congress entrance, composed by 12 screens in horizontal format.

The hotel has made a great leap into the world of digitalization. In what sense would you focus on?

Today, digitization is essential when an event is being planned. Attend virtually to live broadcast of what is happening, is trending and is requested more and more often. At the Madrid Marriott Auditorium we’ve a fibre optic infrastructure that allows to create streaming services to digital platforms or point-to-point connections between different meeting rooms.

When it’s time to attract new clients, what role does technology has?

When it’s time to interacting with potential clients, there’re different alternatives. On Technical coordination side, we offer our ability to personalize technology as a tool to make your event unique. When we receive them, we use the screens with the client’s logo and we welcome them, we program the LED lights of the rooms with the colour of the company... The technology advances at a great rhythm and if we don’t advance with it and we are not innovators, we’d be left behind.
The most remarkable technical capabilities of the hotel ... Which would be the most important one?

All our meeting rooms have a hanging system on their ceilings which support up to 300 kg. This is remarkable because it allows the realization of different types of Audiovisual set ups, freeing spaces and allowing larger audiences. At the same time, the electrical capacity of each room is very large, this is something to consider since the current trend is the use of LED screen technology of large dimensions and consumption.

The Auditorium has a mobile lighting control device which is delivered to the client on the day of set up. From that day, you can personalize the lighting of the entire space, turn on or off areas and adjust the intensity of the light.

Is it towards that personalization where you have to turn to improve the client experience?

This is exactly where everything is turning. It’s essential that clients can personalize both spaces and services, as well as our technology.

You can tell us something new in the hotel in the coming months ...

Yes, we’re testing a system to control the lights of each meeting room from a mobile device, as we have already done in the Auditorium. This means that each room can be personalized according to the need of the event remotely, without even being in the meeting room.

In addition, soon the rooms can be opened with Bluetooth technology from a mobile phone.

We’re also working on an environmental project for water recovery. It’s based on collecting water from both the rooms and the rain and through a process can be used as irrigation water.