



SMARTSERV

EVENTS • MARKETING • SUPPORT

WHO WE ARE



Established in 2018, Smartserv Limited is a boutique agency that specializes in providing event, marketing and business support solutions to organizations across several industries based locally, regionally & internationally. We have a strong customer-oriented approach and always place priority on fulfilling our clients' needs.



At Smartserv Limited, our goal is to allow our clients to dedicate their time and resources to managing their core business functions while keeping their overheads down.



We can be hired on a monthly retainer or per project. Either way, we will support you to ensure that your business remains successful.



We are passionate about what we do, and our clients come first. Our background in hospitality only strengthens the way we operate.

ABOUT OUR FOUNDER & CEO

Kristy Johncilla – Crouch

- Has over 20 years of experience in the hospitality industry.
- Former Sales Manager responsible for corporate sales, event management and revenue generation at one of the leading international hotels in Trinidad & Tobago, the Courtyard by Marriott.
- Passionate about the development of the regional hospitality industry and continues to contribute positively to this sphere of business. Along with her team, marketed, coordinated and managed the first ever Travel Meets Trinidad event in 2019 which had exhibitors from Antigua & Barbuda, St. Maarten, Dominica, Barbados, Curacao, St. Lucia, Guyana and Tobago. Regrettably, as a result of the Covid-19 pandemic, the 2020 event had to be postponed.
- As for her educational background, she is the holder of a Master of Business Administration from Heriot Watt University, a Bachelor of Science degree in Hotel & Tourism Management from the University of the West Indies, and a Professional Certificate in Event Management from George Washington University.
- She also has good working knowledge of Spanish and enjoys working with her international clients.

ABOUT OUR TRADE RELATIONS AND EXPERIENTIAL MARKETING LEAD

Joanne Johnson

- Brings over 25 years' experience in Travel Agency Sales and extensive marketing for hotels and airlines.
- One of her primary roles was in Sales & Marketing as General Sales Agent for Marriott International, Hertz, Princess Cruises, United Airlines and the now defunct Caribbean Star and Dutch Caribbean Airlines.
- During her tenure as Sales & Marketing Manager at Lazzari and Sampson, Joanne was responsible for successfully promoting hotels throughout Latin America and the Caribbean.
- She has an excellent relationship with the local Travel Agents and Wholesalers and will assist in positioning and branding to this business group.
- With her natural love and passion for design and décor, she is also the force behind all of our creative and experiential concepts designed for our client activations.

WHAT WE DO



Corporate Support

Project support
Product & service research & sourcing
Experiential Marketing & Branding services



Hospitality Sales & Marketing

We work with destinations and hotels to grow their business and increase their market share. We provide our clients with measurable results through individually & uniquely designed services. Our extensive knowledge of hospitality sales & marketing ensures that the clients we work with consistently deliver a superior competitive performance in their respective markets.



Meeting & Event Planning

Event Planning & Coordination – Virtual & Physical
Design & concept development
Audiovisual services
Event budget planning
Event registration services – Virtual & Physical
Venue & vendor sourcing & negotiation

OUR WORK

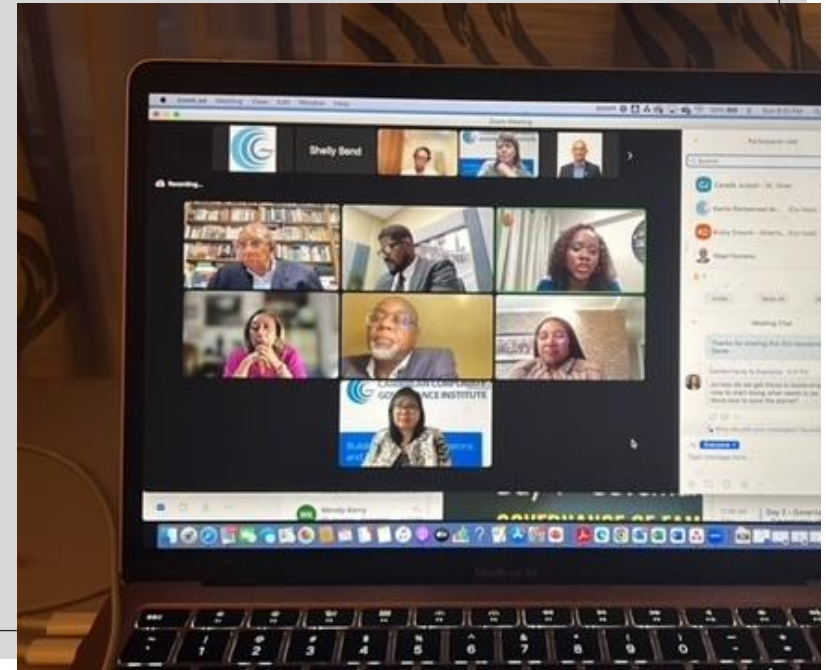
Services provided to our clients include:

- Full Event Planning & Concept development
- Décor & Branding Installation
- Branded hostesses to greet guests
- Audiovisual services
- Coordination & logistics management with all vendors
- On site event management services for set up and the full day of the event.
- Virtual & Hybrid meeting management
- Branded & Promotional items
- Sourcing, coordination and delivery of branded corporate gifts locally, regionally and internationally.
- Media coordination
- Registration services











REACH OUT TO US

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