

MEDIA ALERT

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HSMIAI HOSTS APRIL 21 PANEL DISCUSSION ABOUT MAXIMIZING HOTEL REVENUE THROUGH MARKETING AGENT PARTNERSHIPS

Los Angeles Chapter of Hospitality Sales & Marketing Association International Hosts a Program for Trimming Operating Costs and Driving Revenue Through Partnerships including Orbitz, Expedia and Travelocity

DATE: Tuesday, April 21, 2009

TIME: 11 a.m. – 2 p.m.

LOCATION: Wilshire Grand Hotel
930 Wilshire Blvd
Los Angeles, CA 90017

EVENT DETAILS: The Los Angeles HSMIAI chapter's April meeting is offering a valuable revenue and marketing discussion that will provide tips for trimming operating expenses and driving revenue through partnership marketing efforts. Learn how to effectively manage relationships and related costs with marketing agents and Partnerships such as Orbitz and technology service providers such as Allotz.com. The meeting is ideal for Corporate / Regional Multi-Property Operations Managers, Corporate Marketing Managers, General Managers, Owners, Guest Service Managers, Revenue Managers and Sales and Marketing Managers.

SCHEDULE OF

ACTIVITIES:

11 a.m.	Registration and Networking
12 p.m.	Lunch
12:45 p.m.	Program

PANELISTS: Martin McConnachie, President, Allotz LTD
Abby Samler, Market Manger, Orbitz Travel
Traci Mercer, Market Specialist, Expedia / Hotels

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Craig W. Cooley, CEO, Intellatech Marketing
Alison Cowan, Vice President, InnPoints International GDS
Seth Christian, Area Representative, OpenTravel Alliance
To Be Determined, Travelocity / Sabre

REGISTRATION: The cost of registration for HSMIAI members is \$45 before 4/18 and \$60 after 4/18. The cost of registration for non-HSMIAI members is \$60 before 4/18, \$80 after 4/18. Price includes lunch.

To register, visit www.hsmailax.org, e-mail eileen@hsmailax.org or call (213) 536-4182.

ABOUT HSMIAI: HSMIAI is a global organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMIAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers. Founded in 1927, HSMIAI is an individual membership organization comprised of nearly 7,000 members from 35 countries and chapters worldwide. HSMIAI's Americas Region, headquartered in McLean, VA, consists of 38 chapters in three countries. HSMIAI's European Region, headquartered in Oslo, Norway, consists of five national chapters in Europe. The Asia Pacific Region is under development. The HSMIAI Foundation was established in 1983 to serve as the research and educational arm of HSMIAI.

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