

MEDIA ALERT

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**HSMAI LAX HOSTS A JULY DISCUSSION ON “SMART MARKETING 2.0”;
USING SOCIAL MEDIA TO DRIVE CUSTOMER RELATIONS AND SALES**

*The Greater L.A. Chapter of Hospitality Sales & Marketing Association International Hosts July 21
Seminar on Smart Marketing Using Social Media*

DATE: Tuesday, July 21, 2009

TIME: 11:30 a.m. – 1:30 p.m.

LOCATION: Le Merigot Beach Hotel & Spa
1740 Ocean Avenue
Santa Monica, CA 90401
310-395-9700
www.lemerigothotel.com

EVENT DETAILS: HSMAI LAX’s July meeting presents the value of “Smart Marketing 2.0” with guest speaker, Jim Cox, a world renowned expert on strengthening hospitality brands and developing communications campaigns. Cox will examine how the arsenal of today’s social media has quickly changed the hospitality industry’s economy, relationship with guests and revenue sources. His speech will show the importance of how new social media marketing dynamics are a major component of “Smart Marketing”, including how hospitality professionals must respond with quick, intelligent and tactical responses and how these responses impact their company’s financial success. Cox will also discuss the steps required to

conduct a social media campaign including creating a plan and budget, test marketing, and crucial tactics.

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SPEAKER: Jim Cox, President and CEO of Jim Cox Company, has over more than 39 years of experience in positioning, developing and implementing marketing strategies for consumer and hospitality brands that have included IBM, Apple, Hilton, Marriott, Hyatt, Sheraton, Disney, KSL Resorts and Four Seasons.

REGISTRATION: The cost of registration for HSMIAI members is \$45 before 7/15, \$60 after 7/15. The cost of registration for non-HSMIAI members is \$60 before 7/15, \$80 after 7/15.

To register, visit www.hsmaiax.org , e-mail eileen@hsmaiax.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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