

MEDIA ALERT

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**HSMIAI'S LOS ANGELES CHAPTER HOSTS A JUNE DISCUSSION ON
THE BEST PRACTICES IN A TOUGH ECONOMY**

*The Los Angeles Chapter of Hospitality Sales & Marketing Association International Hosts a June 23 Meeting
about Best Practices for Hospitality Professionals including CRM, Revenue and Marketing*

DATE: Tuesday, June 23, 2009

TIME: 3:30 p.m. - 7p.m.

LOCATION: The Queen Mary
1126 Queens Hwy
Long Beach, CA 90802

EVENT DETAILS: The HSMIAI Los Angeles chapter's June meeting is offering an insightful evening with HSMIAI President and CEO, Bob Gilbert, the former vice president of marketing for Richfield Hospitality Services, Inc., the largest hotel management company in the world. The program summarizes the common threads found in recent HSMIAI Best Practices reports. Gilbert will discuss strategies regarding CRM, internet marketing, ancillary revenue, ways to leverage a destination, and ROI in sales and marketing campaigns. Also, the meeting will examine the results of a recent member survey meant to identify creative recession initiatives and 'added value' propositions being implemented by members.

As an added bonus, a limited number of newly published *Travel Marketers Guide to Social Media* will be available for attendees. Also, heavy hors d'oeuvres and two drinks per attendee will be served at the beautiful Veranda Grill.

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SPEAKER: Bob Gilbert - President & CEO, HSMAI

REGISTRATION: The cost of registration for HSMAI members is \$45 before 6/20, \$60 after 6/20. The cost of registration for non-HSMAI members is \$60 before 6/20, \$80 after 6/20.

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

ABOUT HSMAI: HSMAI is a global organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI 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, HSMAI is an individual membership organization comprised of nearly 7,000 members from 35 countries and chapters worldwide. HSMAI's Americas Region, headquartered in McLean, VA, consists of 38 chapters in three countries. HSMAI's European Region, headquartered in Oslo, Norway, consists of five national chapters in Europe. The Asia Pacific Region is under development. The HSMAI Foundation was established in 1983 to serve as the research and educational arm of HSMAI.

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