



# HOSPITALITY ON THE BRINK?

*Are you changing your strategy to survive and excel?*

March 26-28, 2009

The Homestead

Education and Training

Conference

# Agenda

## Education

### Friday, March 27, 2009

9:00 – 10:30 a.m. .... *The AIG Effect... What do we do NOW... and HOW do we do it?*

by **Michael Guld**

10:45 – Noon ..... Concurrent Sessions

- *Passkey Best Practices* by **Scott Blasik**
- *Green Marketing in a Bad Economy* by **Mark Glickman**

12:15 – 1:45 p.m. .... Awards Luncheon

*Tourism Working Together to Affect Positive Change* by **Alisa Bailey**

2:00 – 3:15 p.m. .... *Intelligent Engagement: Focus On What You Can Control*

by **John Gardner**

3:30 – 5:00 p.m. .... How Social Media is Helping Drive Revenue for Hoteliers During

Tough Times by **Steven Seghers**

### Saturday, March 28, 2009

9:00 – 11:00 a.m. .... *The Resort Guest of Tomorrow: Images, Intentions & Implications*

by **Peter Yesawich**

## Social/Recreational

### Thursday, March 26, 2009

6:00 – 7:30 p.m. .... President's Welcome Reception

9:00 – Midnight ..... Bowling Party

### Friday, March 27, 2009

6:00 – 8:00 p.m. .... Gala Reception with Exhibitors

### Saturday, March 28, 2009

Noon – 5:00 p.m. .... Golf Tournament - Old Course

6:30 – 7:30 p.m. .... Reception with Exhibitors

**Friday, 03/27/09**

**(Updated Agenda as of 02/25/09)**



**9:00 – 10:30 a.m.**

**The AIG Effect... What do we do NOW... and HOW do we do it?**

**Michael Guld**

PR is a two sided sword...there's positive press that elevates, excites and electrifies and then there's negative press, which by a sheer perception can create massive losses for businesses and entire industries. Such is the case with the "AIG Effect" and its effect on corporate travel. So how do you counter misperceptions that are affecting your personal business? You create your own positive press through an integrated sales, marketing and PR campaign that highlights your value and your unique benefits. Michael Guld will show you how.

Michael Guld is an author, speaker, entrepreneur, and radio commentator, whose business development expertise focuses on increasing sales performance, marketing exposure, employee productivity, and creating a world-class service experience. He is the creator and host of "Talking Business with Michael Guld," airing on Central Virginia's Public Radio. As a business development specialist, his articles have appeared in hundreds of national business and trade publications and his interviews have been featured in *Entrepreneur.com*, *Fortune Small Business* and *HR World* and many others. Mr. Guld has been a frequent speaker at national and state associations, as well as corporate and non-profit organizational events.

**10:45 – Noon..... Concurrent Sessions**

• **Passkey Best Practices** - Scott Blasik

Scott Blasik, Regional Director, Business Development for Passkey International, will show you how using Passkey Best Practices can increase your group pick up pace by as much as 50%, reduce your cost per group reservation by \$4-8 and achieve 10-15% increases in incremental revenue. He will also show you how to run groups online, create more selling opportunities (upselling) and how to make planners look good. In his role, Scott serves as a proponent of technology to help hotels manage room blocks in a collaborative environment and provide a better booking experience to their valuable group customers.

• **Green Marketing in a Bad Economy** - Mark Glickman

Mark Glickman, President of The Glickman Group, a Strategic Marketing/PR agency will show you how to discover why there's never been a more important time for your property to 'go green.' Statistics show that 40% of Americans will choose a resort that is engaging in green practices. Hear practical ideas and case studies on how you can help lead the 'greening' of your property, save money and inspire your guests and employees. For more information on Mark, visit his website at [www.theglickmangroup.com](http://www.theglickmangroup.com). The Glickman Group provides a wide range of services and counsel to the world's leading resorts, developments and destinations.

**12:15 – 1:45 p.m. .... Awards Luncheon**

**Tourism Working Together to Affect Positive Change**

Alisa Bailey, President of the Virginia Tourism Corporation, will talk about ways we can come together as an industry to combat forces and emerge stronger.

Also during lunch we will award the chapter's highest honor, the **2009 John R. Dufour Lifetime Professional Achievement Award** in recognition of the recipient's dedication, professionalism, integrity, leadership, and extended service to the HSMIAI-Chapter of the Virginias.

## Friday, 03/27/09 Continued...



2:00 – 3:15 p.m.

### **Intelligent Engagement: Focus On What You Can Control**

John Gardner, President and CEO, Integrative Logic Marketing Group

The downturn continues, budgets are cut and business and leisure travelers are spending less. **These are things that you can't control.** You can control where you invest now and where your efforts are focused. Learn about the types of tools and technology you can invest in now that will minimize effort and maximize output. John Gardner will provide insights on how to empower your sales force in today's downturn, so you not only compete but differentiate from other brands. Learn how to accelerate through the sales cycle with relevance and personalization. See real world examples on how to improve quality and increase conversion that engage the audience and deliver deeper content. Understand which new tools and techniques can be leveraged to more effectively measure impact, provide insight on how to optimize interactions and to establish a "booking behavior".

President and CEO of Integrative Logic John Gardner, is a strategic visionary with over 17 years of experience in customer relationship management, database marketing and business intelligence. For more information visit [www.integrativelogic.com](http://www.integrativelogic.com).



3:30 – 5:00 p.m.

### **How Social Media is Helping Drive Revenue for Hoteliers During Tough Times**

Steven Seghers, MHS

Can social networks, media and marketing tactics truly be leveraged by hotels and resorts to drive loyalty, room nights and traffic? Are the 77 million bloggers or social "networkers" truly your guests? The reality for most hoteliers is that social media is a trend that is hard to grasp and make measurable for revenue-focused ownership and management. The reality is that social media and marketing is a potential gold mine waiting to be tapped.

Steven Seghers is the President of HyperDisk Marketing, a full-service e-marketing agency that currently represents over 150 hotels, real estate companies and several Fortune 1000 companies. His company's fusion marketing approach has helped HyperDisk clients' significantly increase on-and-offline revenue through integrated web asset marketing and management. Mr. Seghers has been a leading pioneer in providing both technology and consulting services for traditional and electronic sales and marketing endeavors.

## Saturday, 03/28/09



9:00 – 11:00 a.m.

### **The Resort Guest of Tomorrow: Images, Intentions & Implications**

Peter Yesawich, President & CEO, Ypartnership

Peter Yesawich will present on emerging lifestyles and travel trends including highlights from the Ypartnership/Yankelovich, Inc. 2009 National Travel Monitor™. This insightful presentation will provide attendees with an overview of the most relevant highlights from this widely-acclaimed survey of the travel habits, preferences and intentions of Americans, now in its 17th year.

Peter C. Yesawich is chairman and chief executive officer of Ypartnership, America's leading marketing, advertising and public relations agency serving travel, leisure, hospitality and entertainment clients. The agency represents clients in every category of the travel industry through seven offices across the United States, Canada, Mexico and Europe. Ypartnership is an integrated marketing communications company that is known for its strategic thinking, breakthrough creativity and innovation in marketing practice.

## Room Rates

The Homestead has extended the following incredible room rates per night. \$139 per night (single or double occupancy). Taxes and service charges additional. Reservation cutoff date is Wednesday, February 25, 2009. Reserve your room with the enclosed form. You must be registered for the conference to receive this rate.

## Registration Fees

Full registration for the conference includes:

- Thursday President's Welcome Reception
- Thursday Bowling Party
- Friday/Saturday Educational Seminars
- Friday Awards Luncheon
- Friday Reception
- Saturday Reception
- All Coffee Breaks

HSMIAI members receive a discounted registration fee. Nonmembers are also invited to attend. We encourage non-members to join HSMIAI and take advantage of the registration discount and many other member benefits throughout the year. You can join online at [www.hsmiaiv.org](http://www.hsmiaiv.org) and click on Americas.

## Special Events

Join your colleagues on Thursday evening for the President's Welcome Reception. Relax and meet old friends, new contacts and business partners at the Friday and Saturday Receptions. Both evenings offer you the opportunity to view the latest in products and services while renewing existing relationships with vendors or establishing new ones.

During free time, enjoy all the extras the Homestead has to offer. For a complete list, please visit them on the web at [http://www.thehomestead.com/about\\_the\\_homestead/](http://www.thehomestead.com/about_the_homestead/).

## Resort Dress

During the day, casual resort attire (shirts with collars and khakis) is preferred. Jeans are discouraged in the Great Hall. You may wear resort attire to the Spa, where robes and slippers are provided. In the evening, in the **Dining Room** a coat is required and a tie requested for gentlemen & young men 12 years and older, and a jacket is required in the **1766 Grille**. Casual resort attire is welcomed at Sam Snead's Tavern and the Players Pub.

Reservations Number 1-866-354-4653 x3.

## Golf Tournament

Participate in the annual HSMIAI-VAs Golf Tournament on Saturday and put your golfing skills to the test. Save your place in the Golf Tournament by submitting the additional \$75 registration fee with your conference registration.

## Cancellations

No refunds will be made after March 13, 2009; however, substitutions are encouraged at anytime. Any cancellation refunds made prior to March 13, 2009 will be charged a \$25.00 processing fee. Registration forms received without payment will not be processed. Sorry, no exceptions.

## Questions

We have made every effort to cover all the aspects in this brochure. If you have any questions, please check our website at [www.hsmiaiv.org](http://www.hsmiaiv.org), call the HSMIAI-VAs office at 804.747.4971 or e-mail us at [hsmiaiv@eisenmanassociates.com](mailto:hsmiaiv@eisenmanassociates.com).

## Mission

The mission of HSMIAI-Chapter of the Virginias is to maintain and improve sound business practices in order to meet the needs of the traveling public and effectively serve the hospitality industry, and to foster a high standard of professional conduct among individuals engaged in the hospitality-related sales, public relations, advertising and other marketing disciplines. HSMIAI-VAs promotes the art and science of hospitality, marketing and management by creating opportunities for the exchange of ideas and experiences through discussion, study and publication and to help members to improve their professional performance through educational programming. HSMIAI-VAs also cooperates with other organizations that share a common interest with the Association in advancing the hospitality industry and creates opportunities for interaction between members of the Association and buyers of the products and services produced by those members.

