



News Release

from the PA Tourism & Lodging Association

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PA Tourism & Lodging Association to Hold Annual Sales and Marketing Conference

All hospitality professionals involved in sales and marketing will not want to miss the Pennsylvania Tourism & Lodging Association's 2010 Sales & Marketing Conference on Thursday, November 4, 2010, at the Holiday Inn Harrisburg/Hershey in Grantville.

The theme of this year's Conference is "**The Game is ON: Are you ready for your next move?**" The program features an outstanding team of speakers that will offer exceptional presentations on a variety of timely and important marketing topics for all levels of hospitality sales professionals.

The Conference program will kick off with a session titled "**Rules of The Game: Smith Travel Research's Lodging Industry Overview.**" STR, the leader in hotel benchmarking for over 25 years, will provide insight on the past, present and future of the U.S. lodging industry, specifically focusing on Pennsylvania's performance. Will the industry see an upswing or continue to experience pain from the recent economic downturn?

The next session is titled "**Let's All Play Nice: Four Keys to Legendary Customer Service.**" Many institutions make a fundamental service mistake by thinking that customer satisfaction only happens at the front desk. In this engaging presentation, Signature Worldwide will discuss how the consistent delivery of exceptional service doesn't start with your front line staff but rather with your senior management team and your board of directors. We'll reveal the four critical things a company can do to address this important business issue and start providing legendary customer experiences immediately.

The last session before lunch is entitled "**Boomers to Bloggers: The Game for All Generations.**" This session, presented by Monica Gould, President, Strategic Consulting Partners, will Teach attendees to:

- Minimize the effects of the generation gap in the workplace
- Develop better workplace communication
- Overcome conflict due to generational differences in the workplace
- Develop more understanding and improve collaborative work efforts
- Develop better work relationships between new hires and long-term employees
- Improve multi-generation team performance

After lunch, which is included in the price of registration, the session will be “**Revenue Management – Game Changers for the Recovery that Anyone Can Play**” presented by Carol Verret, Carol Verret Consulting & Training. The recession has changed the game of revenue management. It is imperative that RM is included in the revenue processes of both small and larger properties, independents and franchises. In this program we will discuss managing revenue by market segments, SMART discounting and the alternatives, including social network channels and managing the hotel’s online presence to maximize revenue.

A panel of speakers will then present “Don’t Let Lack of Creativity “Sink Your Battleship.” Panelists include: Andee Cornelius, Lancaster Marriott at Penn Square; Jeff Rudder, Hershey Entertainment & Resorts; and Randy Stuart, CHA, CHME, Milestone Hospitality. This seminar will ask attendees to be creative and to think differently. It will challenge them to find a new way to out-think, out-innovate, out-sell and out-work their competitors.

The closing speaker for the Conference will be Jason Weaver, CEO, Shoutlet, Inc. on “**Maximizing Social Media Strategies – You Can’t Compete Until ALL Your Game Pieces are in Play.**” Jason Weaver goes beyond the basics of social media strategy and digs deeper into the results that can be achieved for your hospitality and tourism organization.

This one-day event is loaded with information to ensure your sales and marketing efforts outwit and outplay the competition! For more information and to register, visit www.patourism.org/sales.

The PA Tourism & Lodging Association is a private, non-profit, membership-based association that exists to advocate, support, promote and enhance the tourism and lodging industry within the Commonwealth of Pennsylvania. It provides lobbying, education and professional development opportunities, information and other resources as well as value-adding services to its members to ensure their—and the industry’s—ongoing growth and success.

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