

The PTLA staff would like to thank our member volunteers for providing invaluable input, structure and energy to the development of this event.

COMMITTEE:

Chair: Sandy Sipe, CMP, Radisson Penn Harris Hotel & Convention Center

Christy Bowman, Courtyard by Marriott Harrisburg West / Mechanicsburg

Donna Centofanti, Holiday Inn Harrisburg / Hershey

Andee Cornelius, Lancaster Marriott at Penn Square

Mimi Driscoll, Best Western University Park Inn & Suites

Susan Frear, Sheraton Harrisburg - Hershey Hotel

Jason Gabany, Homewood Suites Harrisburg East

Monica Gould, Strategic Consulting Partners

Robert Howell, Shawnee Inn and Golf Resort

Fran Levin, CHME, Penn State Hospitality Services

Pamela Line, The Conference Center at Shippensburg University

James Morrison, Getaways On Display, Inc.

Joshua Nowak, Lancaster Marriott at Penn Square

Julie Payne, CTP, CTIS, Summit Marketing & Communications Group, Inc.

Dawn B. Stuart, CHME, Holiday Inn Harrisburg East

Anja Thompson, Four Points by Sheraton Harrisburg

Dennis Wagner, ROOMSAVER

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This year we are offering an opportunity for you to sponsor a student to attend the Sales & Marketing Conference. If you would like to be a sponsor (@\$49 each), please contact a PTLA staff member at 717-232-8880 by 10/28/10.

We—and the students—thank you in advance for your generosity.



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2010 Sales & Marketing Conference

November 4, 2010

Holiday Inn Harrisburg/Hershey



The Game is ON! - 2010 Sales & Marketing Conference

This one-day event is loaded with information to ensure your sales and marketing efforts outwit and outplay the competition!

WEDNESDAY, NOVEMBER 3, 2010

6:00 – 8:00PM Reception

7:00 – 10:00PM Exhibitor/Sponsor set-up

THURSDAY, NOVEMBER 4, 2010

6:30AM Exhibitor/Sponsor set-up

7:15AM Registration Opens

Breakfast & Networking with Exhibitors

8:00AM

Rules of The Game: Smith Travel Research's Lodging Industry Overview

Erin Hannigan, Sales Executive, and Jan Freitag, VP- Global Development, STR

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?

Let's All Play Nice: Four Keys to Legendary Customer Service

Dave Hamilton, Senior VP, Signature Worldwide Business and Training Solutions

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.

Boomers to Bloggers: The Game for All Generations

Monica Gould, President, Strategic Consulting Partners

- 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

Lunch & Networking With Exhibitors

Revenue Management – Game Changers for the Recovery that Anyone Can Play

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. Every participant will receive a revenue management tool that can be used to gauge the impact of every piece of business by market segment on revenue and REVPAR.



Don't Let Lack of Creativity "Sink Your Battleship"

Andee Cornelius, Lancaster Marriott at Penn Square

Jeff Rudder, Hershey Entertainment & Resorts

Randy Stuart, CHA, CHME, Milestone Hospitality

This seminar will ask you to be creative. Also, to think differently. It will challenge you to find a new way to out-think, out-innovate, out-sell and out-work your competitors.

To be different, you have to be creative. If you model your competition or your industry, you will die slowly in the minds of your customers. We are all consumers. Put yourself in the shoes of your audience. If you make cereal, how do you feel when you are standing in front of the cereal aisle at the grocery store? "Overwhelmed." They all start to look the same. How are you going to stand out?

HOTEL INFO:

Holiday Inn Harrisburg/Hershey

604 Station Road, Granville, PA 17028

717-469-0661

www.stayholiday.com

For overnight accommodations, mention code
"SMC" to receive the conference rate of
\$89.00 (plus tax).

This rate available until 10/24/10



CLOSING SPEAKER -

Maximizing Social Media Strategies – You Can't Compete Until ALL Your Game Pieces are in Play

Jason Weaver, CEO, Shoutlet, Inc.

Shoutlet CEO 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. Drawing on Shoutlet's experience working with clients on their social media initiatives, he will cover:

- Ways to track ROI on your current social media investments
- How to generate leads for your tourism properties and pull travelers into your digital marketing ecosystem
- How to turbo-charge existing social media efforts to unlock the potential of every tactic your team is pursuing
- How to leverage the emerging trend of "social selling" and transactional-based online marketing
- How to influence your target audience to engage with others about the tourism offerings you promote
- What's in store for using social media marketing



4:00 PM

Trade Show Drawings & Closing Comments

PRICING: (Lodging not included in prices below)

PTLA MEMBER..... **\$109** (IF REGISTRATION IS RECEIVED ON OR BEFORE 10/28/10)

STUDENT..... **\$49** (INCLUDES 1-YEAR MEMBERSHIP IN PTLA!)

NON-MEMBER **\$149**

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