

Annual Educational Conference  
March 22, 2010  
The Jefferson Hotel, Richmond, VA



## Navigating the Road to Recovery!

A one day conference to help hotel sales professionals and meeting planners survive and thrive as we all dig out from unprecedented tough times!

**Who should attend?**

- Directors of Sales & Marketing
- Meeting Planners/Association Executives
- Sales Managers
- Vice Presidents of Sales
- Anyone responsible for generating sales

**When: March 22, 2010**

(Optional Golf & Dinner on Sunday, March 21)

**Where: The Jefferson Hotel**

101 W. Franklin St., Richmond, VA 23220

The Historic Jefferson Hotel is offering a discounted room rate of **\$129.00**. To receive this special rate call **804-788-8000** and ask for the VAHSMP Group Rate. Driving Directions can be found at <http://www.jeffersonhotel.com/>



VAHSMP is pleased to offer opportunities to earn up to 5 hours of credit towards the Certified Meeting Professional (CMP) designation or re-certification. If interested, please contact us for more CMP info!

## AGENDA

**Sunday, March 21st**

- 1:00-5:00 p.m.....Golf (Optional)
- 7:00-9:00 p.m.....Dinner (Optional)

(If you are interested in participating in either of these activities, please check the box on the registration form and more information including costs will be sent to you.)

**Monday, March 22nd**

7:30 – 8:30 a.m. ....Registration

8:30 – 10:15 a.m. ....Breakfast & Keynote Presentation

**“Harnessing the Power of Generational Dynamics to Drive Attendance To Your Meetings & Convention Business To Your Hotel”**

**Elizabeth McLaughlin**, COO, Southeastern Institute of Research, Inc. & The Boomer Project

This fast paced, multi-media presentation demonstrates how understanding generational dynamics can significantly increase the effectiveness of your marketing efforts. Additionally, Elizabeth will cover the 10 steps tourism businesses should take now to get ready!

**Elizabeth McLaughlin** is the co-owner and COO of the Southeastern Institute of Research, Inc. (SIRResearch.com) and the company’s generational think tank – the SIR Boomer Project (boomerproject.com). SIR is one of the oldest and most experienced marketing research companies in the country. Established in 1964 in Richmond, Virginia, SIR has conducted over 14,000 studies for Fortune 1000 companies, government agencies, and non-profit organizations.

As the COO of SIR, Elizabeth oversees all facets of the firm's operations including staff and resource management, the design and implementation of client research programs, quality control, and the development of new research techniques and services. Elizabeth also leads the firm's considerable experience and expertise in providing marketing research and strategy consultation for organizations and destinations in the travel industry including the Virginia Tourism Corporation, Colonial Williamsburg, Monticello, White House Historical Association, Travel South and dozens of other travel related organizations.

10:30 a.m. – Noon....Seminar

**"Meeting Incentives: Where Do You Draw the Line?"**

*Moderator: Dr. Richard Coughlan, Senior Associate Dean, Robins School of Business, University of Richmond*

Hear how the Great Recession has changed the role of incentives and concessions in the world of today's meeting planner and what role ethics plays in this process. This charged panel discussion comprised of some of the region's top Meeting Planners and moderated by Dr. Richard Coughlan from the University of Richmond's Robins School of Business, will help you understand who has the upper hand in today's negotiations. See how planners are navigating during these times when pitfalls are all around and everything is on the table.

**Dr. Richard Coughlan** has served on the faculty of the Robins School of Business at the University of Richmond since 1998. In his current role, he has leadership responsibility for the Reynolds Graduate School of Business and the Executive Education division of the Robins School. He is a graduate of the University of Virginia, and earned an MBA and a Ph.D. at the University of Arizona. Prior to graduate school, he spent nearly five years as a sales manager in the hospitality industry, first for Hyatt Hotels and later for the Pebble Beach Resorts.

12:15 – 1:30 p.m. ....Lunch sponsored by **Cvent**

Enjoy a sumptuous lunch while learning how the Cvent Supplier Network has become the meeting industry's most comprehensive online database of hotels, special event venues, conferences and convention centers, restaurants, and event service providers. Cvent's 20,000+ professional meeting planner users sent more than 126,000 Requests for Proposals (RFPs) through the system in 2009. Learn how Cvent became the market leader in this space and how you can use the Supplier Network to promote your venue to planners at the key moment – when they are looking to buy! How to increase the visibility of your property, receive and respond to RFPs, and increase your group meetings business, will also be covered.

1:45 – 3:45 p.m. ....Seminar

**"Social Media, What's Working in Travel, Meetings and Hospitality"**

*Daniel "Danny" Fell, Executive Vice President, Neathawk, Dubuque & Packett*

You have a Facebook page and a Twitter account for your organization, but are you really generating a return? Make your friends and followers your best marketing partners, create events that are broadcast to thousands, and learn how to handle "service recovery" in this can't miss 2 hour session.

**Danny Fell** is nationally recognized for his work on the interactive side of marketing. He has been tapped for frequent speaking engagements as well as publishing assignments. In addition to authoring several publications, he's written columns for the *Healthcare Marketing Report* and *HealthLeaders*. Danny serves on the board of the Georgia Southern University Center for Excellence in Sales and Sales Management and is an active member of numerous professional groups.

4:00 – 5:00 p.m. ....Closing Networking Reception – Cash Bar

One complimentary beer/wine ticket will be provided to each meeting planner member attendee.



# Annual Educational Conference: Navigating the Road to Recovery!

## March 22, 2010, The Jefferson Hotel, Richmond, VA

**PLEASE PRINT:** (Please make copies for additional registrants.)

**Registration Fees:** Registration form with payment must be received by **Friday, March 12<sup>th</sup>**. Your space will not be held until payment is received!

Company: \_\_\_\_\_

City: \_\_\_\_\_

**Name (1):** \_\_\_\_\_

Sunday Optional Activities:  Golf Interest     Dinner Interest

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Special Needs: (Food Allergy/Golf Handicap): \_\_\_\_\_

**Name (2):** \_\_\_\_\_

Sunday Optional Activities:  Golf Interest     Dinner Interest

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Special Needs: (Food Allergy/Golf Handicap): \_\_\_\_\_

*Return form with payment to:*

**VAHSMP**

*10231 Telegraph Rd.*

*Suite A*

*Glen Allen, VA 23059*

*Phone: 804-747-4971*

*Fax: 804-747-5022*

*info@vahsmp.org*

*Tax ID# 90-0056386*

**RATES:**

**Early Bird Discount if Paid by March 1st**

**MEMBERS:**

_____ Full Day .....	<b>\$125</b>	= \$ _____	<b>\$110</b>	= \$ _____
_____ Half Day (8:30-1:30) (includes lunch).....	<b>\$85</b>	= \$ _____	<b>\$75</b>	= \$ _____
_____ Half Day (12:15-5:00) (includes lunch).....	<b>\$60</b>	= \$ _____	<b>\$50</b>	= \$ _____
_____ Lunch Only (12:15-1:30) .....	<b>\$50</b>	= \$ _____	<b>\$40</b>	= \$ _____

**MEETING PLANNER MEMBERS:**

_____ Full Day .....	<b>\$100</b>	= \$ _____	<b>\$85</b>	= \$ _____
_____ Half Day (8:30-Noon) (no lunch).....	<b>\$40</b>	= \$ _____	<b>\$35</b>	= \$ _____
_____ Half Day (8:30-1:30) (includes lunch).....	<b>\$80</b>	= \$ _____	<b>\$70</b>	= \$ _____
_____ Lunch Only (12:15-1:30) .....	<b>\$40</b>	= \$ _____	<b>\$35</b>	= \$ _____

**NON-MEMBERS:**

_____ Full Day .....	<b>\$150</b>	= \$ _____	<b>\$135</b>	= \$ _____
_____ Half Day (8:30-1:30) (includes lunch).....	<b>\$100</b>	= \$ _____	<b>\$90</b>	= \$ _____
_____ Half Day (12:15-5:00) (includes lunch).....	<b>\$75</b>	= \$ _____	<b>\$65</b>	= \$ _____
_____ Lunch Only (12:15-1:30) .....	<b>\$60</b>	= \$ _____	<b>\$55</b>	= \$ _____

**NON-MEMBER MEETING PLANNERS:**

_____ Full Day .....	<b>\$125</b>	= \$ _____	<b>\$100</b>	= \$ _____
_____ Half Day (8:30-Noon) (no lunch).....	<b>\$50</b>	= \$ _____	<b>\$40</b>	= \$ _____
_____ Half Day (8:30-1:30) (includes lunch).....	<b>\$90</b>	= \$ _____	<b>\$80</b>	= \$ _____
_____ Lunch Only (12:15-1:30) .....	<b>\$50</b>	= \$ _____	<b>\$45</b>	= \$ _____

**Total: \$ \_\_\_\_\_**

**Total: \$ \_\_\_\_\_**

Payment can be made by check payable to VAHSMP or by credit card (Amex, Discover, VISA, MC). *Please print legibly.*

Card #: \_\_\_\_\_

Acct: 4020

Exp. Date: \_\_\_\_\_      Sec. Code: \_\_\_\_\_

Name on card: \_\_\_\_\_      Signature: \_\_\_\_\_

**No refunds for cancellations; however, substitutions are allowed and encouraged.**



www.vahsmp.org  
10231 Telegraph Road, Suite A, Glen Allen, VA 23059  
Virginia Association of Hospitality Sales & Meeting Professionals

# VAHSMP Thanks Our 2010 Sponsors:

## *Cvent*

*Hospitality v-Marketing*

*The Jefferson Hotel*

*Visual Aids Electronics*

