

HSMAI Presents Sourcebook For Meeting Planners 2008

2008-01-23

A Comprehensive Guide, Reference Tool Featuring Valuable Information On All Aspects Of Meeting Planning

In cooperation with Ascend Media, the Hospitality Sales & Marketing Association International has prepared HSMAI's Sourcebook for Meeting Planners 2008, a valuable and effective resource for industry professionals.

'The Sourcebook is one of the most comprehensive guides available in the field and proves to be extremely useful to seasoned meeting planners as well those just starting out in the industry,' said Robert A. Gilbert, CHME, CHA, president and CEO of HSMAI.

The Sourcebook for Meeting Planners 2008 features articles from 10 of the educational seminars that were presented during HSMAI's Affordable Meetings(R) 2007 shows in Washington, D.C., Chicago, IL and San Jose, CA. The summaries are based on insight from expert speakers who shared their thoughts and ideas for generating more profitable and productive meetings.

The articles cover vital and fundamental topics for meeting planners such as: Planning Green: Striving for Sustainability, Mastering Memory: An Essential for Meeting Planners, Webinars and Webcasts: Powerful Outreach Tools for Education and Information, Marketing Your Events, and Igniting the Creative Spark Within You.

The Sourcebook for Meeting Planners 2008 also features a 'Focus On' section that covers pertinent information for planners as they research venues for upcoming events, such as transportation, airports, city population, average temperatures and rainfall, number of hotels and hotel rooms, area attractions, and much more. This information, coupled with professional advice, is invaluable whether a planner is new to the industry or has years of meeting management experience.

In addition, the Sourcebook for Meeting Planners 2008 contains a listing of a variety of meeting facilities, convention and visitors bureaus, and an impressive assortment of other meeting products and services. The listings are arranged alphabetically by city, state or region and include descriptions, addresses, telephone numbers, fax numbers, e-mail addresses, and website listings.

Designed to assist meeting planners throughout the year, the Sourcebook for Meeting Planners 2008 was mailed in late December to all registrants of the 2007 HSMAI Affordable Meetings three-show series. A limited supply of the Sourcebook for Meeting Planners 2008 is still available.

To request a copy of the Sourcebook for Meeting Planners 2008 or for exhibitor information at future shows, contact Lynne Anderson, assistant show manager, GLM, 914-421-3240, or e-mail: Lynne_anderson@glmshows.com.

2008 Affordable Meetings Calendar

The 2008 series is being planned on the heels of an extremely successful 2007 series, which included a total of 3,329 meeting professionals at all three shows (1,040 at Mid-America, 667 at West and 1,622 at National) putting tradeshow exhibitors in direct contact with a variety of qualified planners looking for new venues and services for meetings and events.

HSMAI's Affordable Meetings welcomed an impressive 1,003 exhibitors (302 at Mid-America, 272 at West and 429 at National). Of the exhibiting companies, 75 were new to the series.

The 2008 HSMAI's Affordable Meetings show series will focus on the critical issues facing the industry today by addressing green meetings, technology and other pertinent topics in its program. Dates for the shows are:

HSMAI's Affordable Meetings Mid-America

April 9-10, 2008, Navy Pier, Chicago, IL

HSMAI's Affordable Meetings West

Returns to Southern California, June 11-12, 2008, Long Beach Convention Center, Long Beach, CA

HSMAI's Affordable Meetings National

Sept. 10-11, 2008, Walter E. Washington Convention Center, Washington, D.C.

In keeping with their tradition of creating business forums addressing the most vital industry issues, HSMAI, George Little Management (GLM), a dmg world media business, and Alliance Consulting Strategies (ACS) will collaborate to produce the Event Technology Expo(TM) (ETE) at HSMAI's 2008 Affordable Meetings(R) National. ETE will be a major exposition and conference addressing all aspects of technology as it relates to tradeshows, meetings, and special events. The addition of tradeshow organizers and special events professionals to Affordable Meetings traditional audience of meeting planners makes absolute sense, since all are intent upon maintaining and enhancing their respective events and client relationships by adopting the latest tech tools available. The combination of these groups into a total audience of several thousand buyers, combined with the two-day format, ample dedicated expo hours and multi-track conference, will create a market that delivers

true return on investment for all exhibitors of event technology and applications.

Meeting and event planners attending HSMAI's Affordable Meetings exposition and educational conferences represent a variety of organizations, with a majority from association, corporate and independent sectors. Attendance is free-of-charge for qualified meeting planners.

Each of the HSMAI's Affordable Meetings events offers an exceptional educational component that presents a broad range of topics such as meeting contracts, on-site management, negotiation skills, budgeting, effective communication, technology, sustainability, professional development, marketing, designing a brochure and more.

One of the most appealing components of each HSMAI's Affordable Meetings show is the diverse tradeshow featuring an abundance of properties and services at all price points. Exhibitors represent hotels and resorts, university conference centers, unique meeting sites, convention and visitor bureaus, transportation companies, trade publications, software and audio/visual businesses, and other meeting and convention suppliers.

'Our annual series continues to receive praise from both exhibitors and attendees who appreciate our efforts to constantly enhance the program so it meets the needs of professionals in today's competitive meetings industry,' said Robert A. Gilbert, CHME, CHA, president and CEO of HSMAI. 'Over the next few years, the Affordable Meetings series will grow in new areas including technology and green meetings to provide vital resources for attendees,' he added.

Attendee information is available by calling 1-800-272-SHOW. Additional information can be obtained by visiting the show's website at www.affordablemeetings.com.

This article comes from Hotel News Resource

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The URL for this story is:

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