

HSMAI's 10th Travel Internet Marketing Strategy Conference Set For April 8, 2008, Chicago  
2008-02-26

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Held in Conjunction with TIA's TravelCom

The Hospitality Sales & Marketing Association International (HSMAI - [www.hsm.ai.org](http://www.hsm.ai.org)) is once again partnering with the Travel Industry Association (TIA) to present the 10th Travel Internet Marketing Strategy Conference, held in conjunction with TIA's TravelCom at the Hyatt Regency in Chicago.

One of the hottest and most attended events on the annual calendar, the one-day forum addresses such topics as search marketing, blogs, legal issues, metrics, future trends and much more. The event is targeted at individuals who are in corporate or regional positions dedicated to Internet Marketing or for those who want to learn more about this evolving medium.

'Travel Internet marketing is an ever-evolving field, and it is imperative for all within the industry to remain on the cusp of current trends and issues,' states Robert A. Gilbert, CHME, CHA, president & CEO of HSMAI. 'The strategy conference is designed to bring leading industry experts together to explore these topics through a series of keynote presentations, panel discussions, and open forums,' he added.

The preliminary agenda is as follows:

8:30 - 9:00 am

Networking Coffee

9:00 - 9:15 am

Welcome & Opening Remarks

9:15 - 10:45 am

Keynote Presentation: Globalization's Growing Impact on Ecommerce & Distribution.

10:45 - 11:15 am

Networking Break

11:15 am - 12:15 pm

Panel Discussion - The Convergence of Revenue Management and Internet Marketing

12:30 - 1:45 pm

Lunch Breakout Sessions

2:00 - 2:45 pm

Recap of Breakout Sessions

2:45 - 3:45 pm

Keynote Presentation: 'Learning From Other Industries...What are they doing that we should be?'

3:45 - 4:30 pm

Open Forum

4:30 - 5:30 pm

Networking Reception

Sponsors of the event include American Express and Open Hospitality.

For partnership information, contact Robert Gilbert, HSMAI's CEO, at (703) 610-9024 or [bgilbert@hsm.ai.org](mailto:bgilbert@hsm.ai.org).

Registration for the HSMAI Travel Internet Marketing Strategy Conference is available jointly with TIA's TravelCom or separately.

Packaged with TravelCom, the cost is \$1,595 for HSMAI or TIA members, and \$2,095 for non-members. To attend the HSMAI Conference only, the rate is \$350 for HSMAI or TIA members and \$395 for non-members, if reserved by April 4. After that date, on-site rates apply. For more information or to register, visit [www.travelinternetmarketing.org](http://www.travelinternetmarketing.org).

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