

Workshop Series Assist Hoteliers In Using The Internet To Increase Market Share

2008-03-11

One day workshop gives tips on increasing revenue

Hoteliers and property management groups will have the opportunity to learn the ins and outs of Internet marketing for the hospitality industry in a series of comprehensive, seminars being offered April 8, 2008, in Chicago- sponsored by the VIZERGY(TM) Speakers Bureau.

The workshop series, 'Rev Up Revenue' will demonstrate best practices for hoteliers and the use of Web 2.0., taking an in depth look at the importance of pay per click and search engine optimization campaigns as they relate to maximizing ROI.

'With a softening demand market, it is imperative that hotels fight for every percent of Market Share available. These workshops will focus on moving share in a cost effective way, from their most profitable sales channel, the Internet.' says Joel Carver, VIZERGY(TM) Senior Vice President of Sales and Marketing and speaker for the Blast Off portion of these dynamic workshops. Carver was recently named one of HSMAI's Top 25 Most Extraordinary Minds in Sales and Marketing for 2007 and is touted for his captivating presence and knack for increasing Market Share, Maximizing Revenue and ROI.

'Rev Up Revenue' is open to the public and will be held on April 8, 2008, at the Ambassador East Hotel, in Chicago, IL, 1301 N. State Parkway. The workshop series will cover Blast off - an over view of Internet Marketing (9 am -11 am), Turn Buzz Words into Bookings- A synopsis of PPC and SEO (12:45 pm - 2:45 pm) and Turn Internet Speak into Success Speak- Understanding Social Media (3 pm - 5 pm). Click here for more information on the Rev Up Revenue workshop series visit or VIZERGY(TM), please call Amakeda Sekou at 904.389.1130 Ext. 179 or email Amakeda.s@vizergy.com.

VIZERGY is an Internet marketing company that empowers hotels and resorts to drive revenue through the Internet. Founded as SECURE-RES in 1998, VIZERGY offers internet advertising, search engine optimization, web development, target marketing and e-commerce strategy development to help hotels and resorts aggressively compete online. For more information on VIZERGY and its services visit www.vizergy.com.

This article comes from Hotel News Resource

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