

Web 2.0 Continues to Transform Hospitality Industry

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Oklahoma City Workshop Offers Hoteliers Tips for Success

VIZERGY(TM), formerly SECURE-RES, a Jacksonville, FL based hotel Internet marketing company, is hosting the 'Shifting Share through Web 2.0 and Reputation Monitoring' workshop June 9 and 10 at the Courtyard by Marriot Oklahoma City Downtown. This comprehensive workshop is offered twice: Monday, June 9 from 9:00 a.m. - 12:00 p.m. EST and Tuesday, June 10 from 1:00 p.m. - 4:00 p.m. EST.

The focus, shifting market share and increasing revenue by embracing Web 2.0, lends insight to the importance of engaging the customer. The workshop will focus on:

Mastering the Ten Tips for Success in Web 2.0

Learning and understanding consumer online behavior

Gaining knowledge on managing Internet Brand Perception

Understanding and managing user generated content on travel related social networks

The speakers are Joel Carver, VIZERGY's senior vice president of sales and marketing and one of HSMIA's 'Top 25 Most Extraordinary Minds in Sales and Marketing' for 2007 and Jennifer Myers, VIZERGY's vice president of brand development.

'In increasingly difficult market conditions, Jen and I are excited to assist hoteliers in shifting market share, driving revenue and maximizing RevPAR by emphasizing Web 2.0.' says Joel Carver. All attendees will also receive **The Travel Marketer's Guide to Social Media and Social Networks** written by Cindy Estis Green. To sign up for the workshop, go to <https://www.vizergy.com/workshop/Default.aspx>. The deadline is May 30, with a \$79 early registration fee before May 16 and \$99 thereafter.

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, please visit www.vizergy.com, call Amakeda Sekou at 904.389.1130 Ext. 179 or email Amakeda.s@vizergy.com.

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