

HSMAI Global Dubai Forum Focuses on Key Issues Impacting Sales and Marketing Professionals

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The Hospitality Sales and Marketing Association International (HSMAI) hosted an invitation only forum in Dubai at the end of May to discuss key issues impacting sales and marketing professionals in Dubai. 75 sales, marketing, revenue management and distribution executives attended the event which was held at the Emirates Academy of Hospitality Management on May 22, 2008.

The half-day forum discussed supply and demand growth, labor and training needs in the Dubai market and the impact of government influence and regulations on the hospitality industry. The HSMAI Dubai organizing committee also held a post-forum meeting in which committee members selected Kristie Goshaw, group director of distribution marketing for the Jumeirah group, as chair of the Dubai organizing committee.

In conjunction with the meeting in Dubai, members of the Abu Dhabi organizing committee met on May 24 to discuss the formation of a second Middle East chapter. The Abu Dhabi committee appointed Mona Faraj as chair. Farah is the chief marketing officer of One to One Hotel Management.

"Both organizing committees are moving ahead with achieving metrics to be chartered by this fall or sooner," said Robert A. Gilbert, CHME, CHA, president and CEO of HSMAI Global. "HSMAI Global is excited about this development in two markets of the world where the travel and tourism infrastructure is developing at an unprecedented pace."

For more information on the development of the Dubai and Abu Dhabi chapters and the event in the U.A.E. visit: www.hsmaimiddleeast.org.

About HSMAI Global

HSMAI is a global organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers. Founded in 1927, HSMAI is an individual membership organization comprised of nearly 7,000 members from 35 countries and chapters worldwide. HSMAI's Americas Region, headquartered in McLean, VA, consists of 40 chapters in three countries. HSMAI's European Region, headquartered in Oslo, Norway, consists of five national chapters in Europe. HSMAI Asia Pacific, headquartered in Singapore, is developing new chapters in Singapore, Hong Kong/Macau, and Shanghai. Visit www.hsmmai.org for more information.

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