

HSMAI Launches Adrian Awards Winners' Gallery

2008-10-09

2008 competition winners to be honored at gala January 26, 2009, in New York

Hospitality sales and marketing professionals now have access to the 'best of the best' practices in travel marketing via a new online HSMAI Adrian Awards Winners' Gallery. The Hospitality Sales & Marketing Association International's annual Adrian Awards honor excellence in travel and hospitality marketing in the categories of advertising, public relations and web marketing.

As part of HSMAI's ongoing efforts to provide best practices for the hospitality sales and marketing industry, the HSMAI Adrian Awards Winners' Gallery allows industry professionals to view platinum and best of show winning work. HSMAI members have the exclusive ability to search for and view best of show, platinum, gold, silver and bronze winning entries. Members can narrow the search using particular terms, categories, or winning status.

'We are very excited to offer this new educational resource to the industry and provide a valuable new member benefit. This is the first time in the 52-year history of the Adrian Awards competition that all of the award-winning work has been available for viewing by all members,' said Fran Brasseur, HSMAI executive vice president.

The Adrian Awards Winners' Gallery, which now features 2007 winning entries and will include winning entries from the competition going forward, is available online at www.adrianawards.com. The gallery carries on the tradition started in 1956 by Adrian W. Phillips, CHME, who started the 'HSMAI Advertising Awards Competition' for the benefit of the travel marketing community and to educate hospitality students.

The 2008 HSMAI Adrian Awards winners will be honored at a multifaceted, black-tie networking extravaganza celebrating award-winning work, lifetime achievement, and the 'Top 25 Most Extraordinary Minds in Sales and Marketing,' January 26, 2009 at the New York Marriott Marquis. Information on purchasing seats and tables is available at www.adrianawards.com.

About HSMAI

HSMAI is an 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, and bringing together customers and members at annual events, including HSMAI's Affordable Meetings(R). Founded in 1927, HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. For more information on HSMAI, contact the Hospitality Sales & Marketing Association International, 1760 Old Meadow Road, Suite 500, McLean, Va. 22102, (703) 506-3280, fax (703) 506-3266, or visit the website at www.hsmmai.org.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article35009.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html