

# 2009 RIDING THE RECESSION

Strategies for Smarter Marketing for UK Hotels

# HOTELMARKETING

## The 5th National Hotel Marketing Conference

Radisson Edwardian Hotel Heathrow  
Friday 6th March 2009

Learn how to ride the recession, no matter how bad it gets, and listen to hundreds of tips for smarter hotel marketing from twelve top speakers in one great day.

This is *your* chance to mix with up to 200 other marketing and sales managers, GM's and hotel owners to learn how you can make a more positive difference to your bottom line throughout 2009 & '10.

- 12 inspirational speakers
- Hot topics for your business
- Great ideas to help you fight the recession
- Creative thinking and motivational atmosphere
- 100's of marketing tips to put into practice right now
- Superb networking and great for teambuilding
  - Excellent training & CPD opportunity
- Full conference pack and delegate list included
- A great investment for less than £200!



Supporting Organisations



BOOKING FORM INSIDE

### SPEAKERS INCLUDE



**Greg Dyke,**  
*former BBC Director-General, and owner of the Mosborough Hall Hotel in Sheffield*



**David Bailey,**  
*Deputy Managing Director, TRI Hospitality Consulting*



**Ray Jones,**  
*Brand Development Director, Superbreak*



**Joaquim Rodrigues,**  
*Group Joint Managing Director, Cranley Group*



**Martin Philips,**  
*Managing Director, Recommended Hotels*



**Jo Layton,**  
*Vice President, Sales & Marketing, Bridgestreet Worldwide*



**Matt Costin,**  
*Director of Hotels & Hospitality, BDRC*



**Jeremy Brinkworth,**  
*Director of Industry Relations, VisitEngland*



**David Bowie,**  
*Principal Lecturer at Oxford Brookes University and co-author of "Hospitality Marketing"*



**Pamela Carvell,**  
*Chairman, Hotel Marketing Association*



**Simon Numphud,**  
*Hotel Services Manager, the AA*

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**10.00 Introduction and Welcome** from Pamela Carvell, Conference Chair and Chairman of the Hotel Marketing Association

**10.10 Keynote Speech** – by Greg Dyke, former Director-General of the BBC, and owner of Mosborough Hall Hotel, near Sheffield

**10.30 Market Insight 1** – “The downturn in context – how we can ride the recession” – David Bailey, Deputy MD, TRI Hospitality Consulting

- Where is the recession heading for UK hotels?
- London vs the Provinces – the key differences
- Market cyclical and lessons from the past
- What’s different about the marketplace?
- What can we expect as marketers?

**10.55 Market Insight 2** – “Learning from the past – to improve marketing for the future” – David Bowie, Oxford Brookes University

- Insights for hotel chains and independents
- Use your brand history in unique marketing campaigns
- The role of nostalgia in recessionary times
- Opportunities for joint marketing initiatives
- Great examples of effective marketing campaigns

**11.20** Panel Q&A

**11.30** Morning Coffee

**11.50 Workshop 1** (choice of 4 subjects)

**12.25 Workshop 2** (choice of 4 subjects)

**13.00** Lunch & Networking

**14.00 Market Insight 3** – “Customer Retention and Relationship Management in recessionary times: a blueprint for UK hotel operators” - Matthew Costin, Director of Hotels & Hospitality, BDRC

- Retaining your customers in a downturn
- How to have a meaningful relationship with your clients
- The importance of great service performance
- The “Venue Verdict” hotel marketing tool
- The vital role of market research in the recession

**14.25 Market Insight 4** – “Niche Markets that GROW in a recession” - Ray Jones, Brand Development Director, Superbreak

- How to buck the trend in a recession
- Short break niches for 2009 & ‘10
- Great opportunities in cultural tourism
- What’s hot: Inbound markets for British hotels
- Pricing and packaging for niche market sectors

**14.50** Panel Q&A

**15.00** Afternoon Tea into...

**15.10 Workshop 3** (choice of 4 subjects)

**15.40 The Grand Debate** – In a “Question Time” style debate, learn how important assessments by the AA and VisitBritain are in today’s marketplace, and contrast them – and other new independent ratings schemes – with the growing importance (and danger!) of online customer reviews.

- Jeremy Brinkworth, Director of Industry Services, VisitEngland
- Simon Numphud, Hotel Services Manager, the AA
- Sherin Hegazy, Senior Account Manager, Tripadvisor
- Joaquim Rodrigues, Joint MD, Cranley Group

**16.15** Conference Close, and “Thank God it’s Friday” Cocktails before departure.

### Choose 3 of these 4 workshops to attend...

Brainstorm with peers to develop plans you can action now to increase your business...

**Workshop A.** Cost-effective Search Marketing for UK hotels

**Workshop B.** Making the most of Online Booking Agencies like Booking.com and Laterooms

**Workshop C.** Effective PR for hotels, large and small

**Workshop D.** Low-cost and No-cost marketing opportunities you can implement now

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The Hotel Marketing Association



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**Simon Numphud,**  
Hotel Services  
Manager, the AA

## Who should attend

- Hotel owners
- General Managers and Deputy/Assistant Managers
- Marketing Managers
- Sales Managers
- Hotel groups and consortia – MD's, marketing and sales directors/managers
- Hotel and marketing consultants and business advisors
- Advertising, pr and marketing agencies
- Tourist Boards and local authority tourism/marketing officers
- University/college lecturers in hospitality and tourism
- Marketing suppliers to the hotel industry

## Why you should be there

- The 5th National Hotel Marketing Conference – the biggest and best yet!
- 12 inspirational speakers
- Hot topics for your business
- Great ideas to help you fight the recession
- Creative thinking and motivational atmosphere
- 100's of marketing tips to put into practice right now
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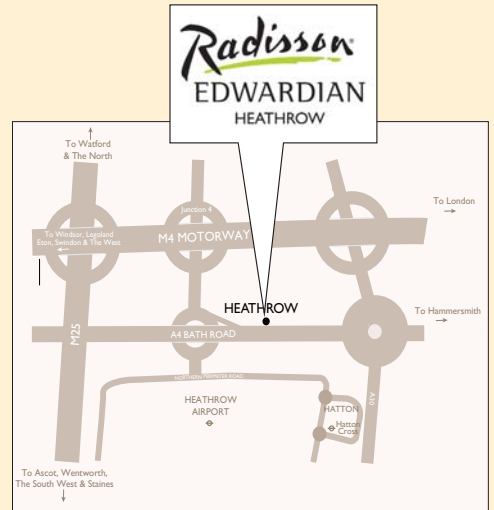
## The Radisson Edwardian Hotel Heathrow

The National Hotel Marketing Conference takes place at the amazing Radisson Edwardian hotel at Heathrow – five times winner of the "World's Best Airport Hotel" award. The hotel is centrally situated on the Heathrow "strip" and can easily be reached by "Hotel Hoppa" courtesy bus or by taxi from the airport Terminals.

Heathrow itself is easily accessible by train (the Heathrow Express from Paddington), tube (the Piccadilly line) and, of course, air from many UK airports. It's also well connected to the motorway network via the M4 and M25, and there is ample car parking at the Radisson Edwardian hotel itself ([www.radisson.com](http://www.radisson.com)).

## Staying over at Heathrow or in London....

Radisson Edwardian will be offering all delegates special accommodation rates at Heathrow and also in central London should you wish to stay over. Why not take advantage of the National Hotel Marketing Conference being on a Friday, and make a short break of it!



## How to reserve your place

Just complete the booking form overleaf (remembering to keep a photocopy of it) and send it to the address below. We'll then send you a confirmation slip and further details. Or you can fax or email your booking to the Conference Office below.

Or book online at [www.hotelmarketing.org.uk](http://www.hotelmarketing.org.uk)

If you have any queries relating to the National Hotel Marketing Conference, please call the Conference Office on tel. 01904 438100, or e-mail [martin@thetourismbusiness.com](mailto:martin@thetourismbusiness.com)

# BOOKING FORM

## National Hotel Marketing Conference Friday 6th March 2009

Tickets £195.00 + vat (£224.25 total),  
or £175 + vat (£201.25 total) for CIM, HMA and Tourism Society members  
Luncheon, refreshments and delegate pack provided.

Confirmation of place and VAT invoice/receipt will be issued on booking.  
For Credit card bookings, please telephone 01904 438100, or book online at [www.hotelmarketing.org.uk](http://www.hotelmarketing.org.uk)

Name	
Position	Organisation
Address	
Postcode	
Tel	Email

I wish to book  places @ £224.25 each

I wish to book  places @ £201.25 each (CIM, HMA and Tourism Society members only -  
please state your membership number)

Guest/Colleague	Position	Organisation
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Age (for market research purposes only):

under 25    25-35    36-45    46-55    56-65    over 65

Please invoice me / I enclose a cheque made payable to "The Tourism Business" for the total of £

**Note that all payments should be received prior to the Conference taking place.** If you need an invoice with the conference organisers' Bank Details, in order to make payment by BACS, please state this.

Please return this form (with your payment if applicable) to:-

**Martin Evans, Organiser**  
**The National Hotel Marketing Conference**  
**The Tourism Business**  
**P.O Box 400, York YO10 3YB**

● **Tel. 01904 438100**  
● **Fax. 01904 438200**  
● **E-mail: [martin@thetourismbusiness.com](mailto:martin@thetourismbusiness.com)**  
● **[www.hotelmarketing.org.uk](http://www.hotelmarketing.org.uk)**

Please note that cancellations must be confirmed in writing before 20th February, and will be refunded minus a £25 administration charge. After that, we regret that no refunds can be made, although substitute delegates can be accepted. The organisers reserve the right to amend the programme should circumstances arise which are beyond their control. The Tourism Business is not responsible for any loss or damage as a result of a substitution or alteration within the programme, or any sum other than the conference delegate fee in the unlikely event of the postponement or cancellation of the event.

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THE TOURISM BUSINESS

Marketing consultancy and events for hotels and tourism operators

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The Hotel Marketing Association