



Planning for the Future

Christopher White
CHMSE President-Elect, Finance & Social Media
Sales Performance Manager, Eaton Chelsea, Toronto

This June, your CHMSE Board of Directors took the end of year strategic planning session to a whole new place; Creemore to be precise actually. We have always been committed to bringing engaging educational programs to you, and in sessions structured to fit your schedules. The Board of Directors has been feeling this momentum so much that we felt energized to dedicate a week-end out of town to make our strategic planning a very concentrated effort for this upcoming year.

We pulled apart every detail from timing of programs, your member benefits, the relationship of hoteliers and affiliates within the association, to our commitment to providing fulfilling training for all levels of our members from the most senior to mentoring hospitality students. This coming year we are looking to make measured and meaningful modifications to make CHMSE programming even more valuable for your career, your clients and your bottom line.

CHMSE has been a part of my career in hospitality as long as I've been in sales in Toronto and moving into my sixth year on the CHMSE Board of Directors I am honoured to be your incoming President so that I can listen and shape our direction together as you wish.

Cheers,
Christopher

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Letter from the Editor



Welcome to our Summer edition of Key Access.

This is a very exciting edition as it holds wonderful articles, tidbits and thoughts from seasoned Industry Professionals, Facilitators and CHMSE Directors.

We were also thrilled as to the turn out for our ever popular MMPM (May Meeting Planner Matinee) this year held at One King West Hotel & Residence. Be sure to see the complete recap including great testimonials from some of the attendees along with wonderful pictures featured in the Centerfold of this publication. Here are a few snaps from the exciting event...

Enjoy!



Greg Webb
Director, Marketing
& Communication





What I learned from the **Weeknd** concert

Suzanne Cinq-Mars
CHMSE Past President 2000-2001

A few months ago I attended the Weeknd concert at the Sound Academy. For those of you who do not have teenage kids, the Weeknd is a Canadian R&B singer. My children immediately went crazy at the prospect of me attending this sold out show and begged me to get them tickets as well. Clearly the Weeknd is popular amongst the 20 something crowd.

I was able to secure my son 6 tickets for him and his friends to see the show in the VIP section and because of that became eligible for mommy of the year.

I was not familiar with the music of the Weeknd or the actual person however he has a large and passionate following and had sold out 4 shows at the Sound Academy with 5000+ people in attendance at each show. That is pretty incredible for a guy who at the time of these shows had never made a record or sold a CD or performed a live show in Canada. His music was available free on the internet and it was by word of mouth and referrals from kids listening to the music that created this following.

As I enjoyed the show in my roomy VIP section, I looked out at the crowd of hipsters that stood shoulder to shoulder swaying to his music and was thankful I was not amongst that overcrowded sea of people. But then it hit me. There were nearly 5000 people all with their cell phones raised above their heads either photographing or filming the Weeknd sing his heart out about the love he could never have or the love he lost. And those 5000 people were tweeting, Facebooking, Instagramming, streaming and whatever else how great this show, the music and the Weeknd was so if you were not there, you were missing something magical.

Multiple that over 4 nights and that is nearly 20,000 people providing free advertising and endorsements for the Weeknd to their network of people. That is some staggering numbers. And keep in mind, he had yet to put out a product to buy.

Call me late to the party but at that moment I truly saw the sheer power of social media and what it can do and the potential reach it has. I just watched those young kids all busy sending out photos and live streams of this show to what I can only imagine would end up being hundreds of thousands of people, all potential new fans or clients for the Weeknd without him having to spend a dime in additional advertising or marketing.

The Weeknd finally released a CD a few months later containing all the songs that were available on the internet for free over the past few years and yet he still managed to sell millions of CD's and has gone on to be nominated for a few Junos, Much Music Video Awards and watch for him at the 2014 Grammys.

As I later learned from his management company, people like Kanye West and JayZ would go see him perform at small clubs in Chicago, NY and Miami and meet him back stage to say how much they liked his music. Now that is street cred. Imagine what a tweet from one of them can do to your brand.

How many of us wish that every guest that checked into our hotel or used our services would tweet, Facebook or endorse us to their followers the way they did at this show. This generation has an incredible amount of power and influence to promote or destroy amongst their peer group and followers. That can be an exciting opportunity or some real scary stuff!

incentiveworks™

CANADA'S MEETINGS + EVENTS SHOW

LOOK FOR CHMSE AT INCENTIVEWORKS AT BOOTH 2038

IncentiveWorks is Canada's largest event for professionals who plan, organize or influence meetings and events. The two-day show takes place **August 20-21, 2013** at the **Metro Toronto Convention Centre** and is specifically tailored for meeting planners to connect with suppliers, engage the industry and learn how to plan better events. And once again, **CHMSE** will be there!

Plan to attend the show and when you do, drop by and say hello to Shelley and your board. You'll want to admire our beautiful new display unit, compliments of Freeman. We'd love to see you.

Visit www.meetingscanada.com/IncentiveWorks for more information and to register for the show.



Membership Update: Come One Come All!

NEW

ONLY ONE CHMSE MEMBERSHIP GETS DISCOUNTED TRAINING FOR ALL YOUR STAFF!

We are excited to announce that starting in the 2013/2014 term; your membership can now benefit your whole team! We will be extending the member event registration rate to all employees of any company/hotel with at least 1 active member for all of our upcoming events.

This special is applicable to all eligible associates at the member's location with active membership. Membership pricing cannot be extended to colleagues at sister hotels or companies unless there is a membership at that location.

We look forward to seeing you in the Fall!



4 Tips to Avoid the Summer Sales Slump

Lisa Leitch

Sales Strategist, Speaker, and Coach

A few years ago, my husband, Tom, and I were planning a glorious trip to Greece in September to celebrate our anniversary. September is one of our busiest months, so as much as I wanted to enjoy the trip, I was a bit nervous about taking 2 weeks off during that time.

So, rather than taking my foot off the gas in July and August (which, I'll admit, I usually did), I decided to put the pedal to the metal.

It turned out to be the right move! I ended up having two of my best sales months in the summer, surpassed my Q3 goal by the 1st week of September, and thoroughly enjoyed Greece.

Here's my 4 tips to avoid the summer sales slump and keep the pipeline flowing throughout the end of the year.

1. Go on a Prospecting Blitz

Many prospects are willing to make decisions before they go on holidays. Go on a prospecting blitz to set up as many meetings as possible before they disengage from their business.

2. Be Pro-Active

Most clients are so busy, they haven't even thought about their fall projects or initiatives.

This is the ideal time to be pro-active and help them analyze their goals and objectives, and strategize on what they need to do right now to make sure they hit their marks at the end of year.

3. Fill Your Sales Pipeline Now

Do you know your closing ratio? The average for salespeople in North America is 25%. So, if you want to make \$500,000 in sales, then you will need two million dollars in your pipeline. Use the summer to go get more proposals to fill your pipeline or advance your sales skills and improve your closing ratio!

4. Create a Sense of Urgency

Businesses tend to take longer to make decisions in the summer. Don't wait to follow up on your proposals - call them now. And, don't forget to use your consultative sales skills to create a sense of urgency.

Enjoy your summer, but also be sure to stay on-track to meet your year end sales goals. Be tenacious during the next 4 weeks. This is your chance to get ahead of the game as your competitors take their foot off the gas and go golfing.

And best of all, if you follow these 4 sales principles, you'll have a more enjoyable summer knowing you have secured significant business for the fall!

Lisa Leitch

Sales Strategist, Speaker, and Coach

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Lisa Leitch is the founder of Teneo Results, and the 1st female speaker to earn the dual designation of Certified Sales Professional with Distinction (CSP) and Certified Speaker Professional. As a highly qualified sales strategist, speaker, and coach, she has helped transform hundreds of sales teams from traditional salespeople into consultative sales pros that know how to score.

CHMSE Welcomes 42 Clients To May Event

On Wednesday, May 8th CHMSE had the pleasure of hosting its annual **May Meeting Planner Matinee** at the lovely One King West Hotel & Residence, and what a success it was!

A special Thank You to all who attended as well as our wonderful sponsors.



Testimonials from some of our attendees

I wanted to thank you and ask that you pass this on to the other organizers as well. I appreciate having been invited and found it a great session!

I appreciated the guest speaker, connecting with vendors for future possibilities and the networking! (and the lunch! :-).

Thanks again and please do keep me on your list for future learning/networking events; I find these valuable in keeping me current with what I do!

Regards,
Dulce Habibulah Mercer





This was our first time attending and we are looking forward to next year's event!

I have raved to my boss about how organized and successful this event was and how your committee went over and beyond to ensure that us exhibitors had the planners attend our booth - it is great to see such effort put into the overall success for both planners and suppliers.

The quality of the planners, decor, set-up, food, guest speaker was great!

Thanks again and looking forward to next year.

Susan Henderson
Director of Group Sales | Deerhurst Resort

I'm glad we participated in the event; made a few good contacts. And, now that I've got the list, hopefully, some more!

Kudos to you, for a super job of organizing this event for us!

Shannon Hill
Corporate Group Sales Manager
Novotel Toronto Mississauga Centre

CHMSE extends sincere thanks to the sponsors of our MMPM without whose help the event would not have been possible!

Event Sponsors:



Strategic Partners:





Students Portfolio Update - Calling All Students!

Tiffany Gilmore

CHMSE – Director, Students Group Sales Manager
Hilton Suites Toronto/Markham Conference Centre & Spa

As CHMSE officially winds down for the summer the Board continues to discuss and implement changes to continually improve our offering for the membership. During our retreat in June the Board voted to officially make changes to the Student Portfolio starting in September. The goal: to grow student membership in the Association by adding value and simplifying the membership process for the colleges and universities.

Starting in September student members will be able to hold membership in their own name like other members provided their university or college is a member of the Association. This change will allow student members to attend as many meetings and events that they would like without restrictions. Meeting fees will continue to be subsidized for the students. Any student who attends a meeting will also be able to request a Meeting Ambassador to assist them in networking should they wish to do so.

CHMSE will also be making significant changes to the website in the coming months. Part of these changes include the development of a "Student Tab". This tab will allow students easy access to relevant information and personal development materials.

We hope to continue to work in conjunction with our college and university members to ensure that these changes are implemented smoothly and communicated effectively.

September should prove to be a great new beginning for the students involved in CHMSE.

University of Guelph, **MBA in Hospitality and Tourism Management Alumnus**

A Career Investment

For one **University of Guelph alumnus**, earning his **Online MBA** was the investment he needed to catapult his career.

Vito Curalli
Executive Director of
Canada, Latin America
and International for
Hilton Worldwide

www.uoguelph.ca/cme/mba

CHANGING LIVES
IMPROVING LIFE

Note: To read the entire article; A Career Investment by Vito Curalli, please go to our website CHMSE.com

Thinking about joining CHMSE as a member?

Regular Cost * Standard Annual Fee:
\$289.00 plus \$25.00

one-time application fee plus \$40.82 HST

*** Long Distance Annual Fee:**
\$99.00 plus \$25.00

one-time application fee plus \$16.12 HST
(limited to applicants based more than
80 km distance from Toronto City Hall)

And, in addition... with any
new paid membership, a
choice of:

A **\$25.00 gift card** or A **free
registration at a CHMSE
training program****
(a min. \$60.00 value)

*** The \$25.00 one-time application
fee is also waived with this special.**



The Fine Print: The above offer does not apply to a new Long Distance Memberships and does not apply to existing members renewals. Free event registration not applicable at General Managers Night or the May Meeting Planner Matinee.

CHMSE Membership Benefit Highlight



List Of Member Benefits

Canada's Wonderland

Benefit: Special Rates

Casa Loma

Benefit: 30% off the retail rate

Centreville

Benefit: Discounted tickets (park opens May 5th)

CN Tower

Benefit: Complimentary General Admission ticket

Costco

Benefit: Cash card

Gray Line - Niagara Falls Day Tour or Freedom Tour

Benefit: 15% off Adult & Seniors

Hertz #1 Club Gold

Benefit: Fee Waived

Hockey Hall of Fame

Benefit: 20% off admission

iBrand Print

Benefit: 250 FREE full colour Business Cards

Mariposa Cruises

Benefit: 20% off any Lunch, Brunch or Dinner Experience

Medieval Times

Benefit: 25% off adults, 10% off kids

Mirvish Productions

Benefit: 35% off tickets to Stomp

Mirvish Productions

Benefit: Up to 40% off tickets to The Wizard of Oz

Mysteriously Yours Mystery Dinner Theatre

Benefit: \$15 off

Niagara Parks

Benefit: Save with Vacation Packages

Niagara Parks

Benefit: Save over 30% on The Niagara Magic Pass

Ontario Science Centre

Benefit: Game On 2.0 - Save 20% on Tickets!

Ontario Science Centre

Benefit: Coming soon - The Human Edge

Playdium

Benefit: VIP Card

Royal Botanical Gardens

Benefit: 30% off admission

Royal Ontario Museum

Benefit: Up to 30% off admission

Segway Tours

Benefit: 50% off all tours!

Toronto FC

Benefit: Save up to 40% off tickets

Toronto Tours Ltd.

Benefit: buy 1 get 1 free city tour

For more detail/information about each of these CHMSE Member Benefits, go to www.chmse.com under Member Benefits



CHMSE Advertising Rates

How about advertising in the Hard Copy editions of Key Access.

Greg Webb

CHMSE Director, Marketing & Communications

EDITIONS AVAILABLE: SPRING & SUMMER 2014

1/8 Page (3.792" Wide X 2.375" Deep)	Non-Member: \$275.00	Member: \$225.00
1/4 Page (3.792" Wide X 5" Deep)	Non-Member: \$375.00	Member: \$325.00
1/2 Page (7.75" Wide X 5" Deep)	Non-Member: \$475.00	Member: \$425.00
Full Page (7.75" Wide X 9.5" Deep)	Non-Member: Not available	Member: \$525.00
Insert	Non-Member: Not available	Member: \$525.00

If interested in the Spring & Summer 2014, please call (416) 465-5561 or email: gregorywebbconsulting@gmail.com

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AUDIOVISUAL • ENTERTAINMENT

PSAV

Technology Meets Inspiration

Through the Keyhole

People on the Move

Amanda Zappia leaves Tourism Toronto to join Canadian Niagara Hotels as director, corporate sales... **Lina Farrell**, previously with Sheraton on the Falls and Crowne Plaza has joined Tourism Toronto as account director... **John Platts**, formerly with Hilton Toronto is now corporate sales manager at the Westin Prince Toronto... **Rick Roberts** has been named VP, sales and distribution with Porter Airlines... **Ryan Lafimer** becomes national account director, eastern Canada based in Ottawa for Eaton Chelsea, Toronto... **Suzanne Cinq-Mars** and **Vanessa Servin** leave Metropolitan Hotels to take a hiatus... **Nancy Munzar Kelly** is general manager of The Hazelton Hotel... Nancy replaces **David Munteer** who departs the Hazelton to become GM at the Thompson Hotel... formerly with the Trump Toronto, **Mary Ann Gamboa** becomes director of sales and marketing at InterContinental Hotel... **Debra Wilson** becomes director of sales and marketing at the Hilton Toronto... **Christopher Ashby** joins Marriott Toronto Airport as director of sales and marketing... **Jackie Van Hoorn** is recruitment consultant at **Lecours Wolfson**... **Christopher Koleris** departs the InterContinental Athens to become area director of sales & marketing for Europe based in Atlanta... **Neda Mojgani** leaves the Eaton Chelsea, Toronto to join the Radisson Admiral Hotel Toronto as director of sales... **Darren Stabler** departs the Toronto Marriott Downtown Eaton Centre to become business travel sales manager at the Hilton Toronto.

What's New

The new **Eaton Chelsea**, Toronto (formerly the Delta Chelsea) opened its doors on July 1, 2013.

C5 Restaurant inside the **Royal Ontario Museum** has closed.

Duocom is now part of **AVI-SPL**.

The new **Element** Vaughan Southwest (a **Starwood Hotel**) is now open on Highway 7 just west of 427.

Welcome New Members

Hotel

Valentino D'Souza

Four Points by Sheraton Mississauga Meadowvale

Lori Hughes

Crowne Plaza Toronto Airport

Jennifer Luke

One King West Hotel & Residence

Heather Matheson

Four Points by Sheraton Mississauga Meadowvale

Affiliate

Mario Calabretta

iBrand Print

Wayne Cloutier

Canadian Audio Visual Centre

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Stagevision A.V. Rentals Inc.

Kyle Smith

AVW-TELAV Audio Visual Solutions



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