



## President's Note

By Leanne Nicholl, President

My year as president is coming to an end. We've had a fantastic year filled with informative; yet fun, programs, amazing speakers, a successful General Managers Night, and an incredible Meeting Planners Matinee.

I would like to take this opportunity to thank our Board for 2010/2011. Without them, we couldn't have provided the opportunities to learn, network and enjoy our industry! Throughout the year, I have been humbled by their expertise and amazed by their willingness to go above and beyond for our members. Some of the CHMSE Board will be returning next year, and I know that the 2011/2012 President, Jeniffer Bissett is already working away furiously to make next year better than ever!

A thank you also needs to go out to everyone who volunteered on our specialty committees for General Managers Night, and the Meeting Planners Matinee. These events would not be possible without the help of our dedicated members who are willing to help out and lend a hand when asked. I would also like to publicly thank Shelley Macdonald our

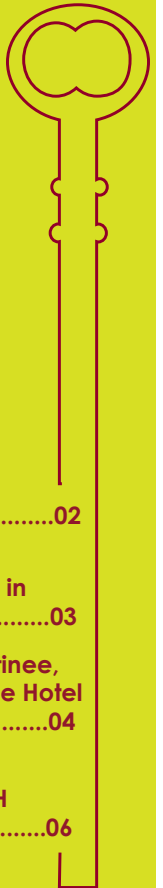
Executive Director. Shelley is the constant that holds our board on topic, on time and on course. Thank you to everyone for making this year so exceptional.

Being part of the CHMSE Board of Directors is a unique experience where you can dive right in and get your feet wet immediately. We are always looking for volunteers for our various committees, and we would love to hear from you if you are interested in being part of our Board of Directors for next year. The call for nominations has gone out and we're looking for individuals who are interested in helping our Industry thrive!

Please contact the CHMSE office at 416-252-9800 for more information on volunteering with the board or committees next year.

Thank you for your continued support of CHMSE. Have a wonderful, relaxing and safe summer!

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## MEMBERSHIP BENEFIT HIGHLIGHT

We are excited to welcome back Dancap who have offered CHMSE members a special discount of 20-45% off of tickets. Just click on the "buy online" button on [www.chmse.com](http://www.chmse.com) under Member Benefits, and it will automatically direct you to the promotion page. The code "CAPSAVE" is your ticket to great savings!



# The Evolution of CHMSE

By Colleen Curran-Fotopoulos, Past President 2010-2011

As my last days on the CHMSE Board of Directors approach, I am looking at the changes that the association has undergone in the past twelve years since taking on my first portfolio back in 1999. As a new Director of Students, I had the opportunity to meet some of our up and coming college students who were looking for help into the field of hotel sales management. I know for a fact that those keen students ended up using their time at the monthly meetings wisely - because a number of those students hold positions at hotels across the city today and have continued to do well for themselves! There were those who took the opportunity to work for a day in a sales office and get a little picture of what a day looked like in sales and marketing. There were others who helped on committees for General Managers Night and events like Discovery Night for Affiliates and the Amazing Race.

And as I went through a number of portfolios over the years such as communications, membership, finance and eventually president, I have seen a lot of change.

Over the last few years, the board has added events, dropped events and moved with the needs of the members to bring timely, informative and engaging speakers and educational opportunities. Our goal - to help the sales professionals in this industry grab an edge to help them move market share for their companies and give them some time to reflect on their own selling

styles and contemplate how to deal with outside factors such as social communication changes that have altered the way we relate to people in a corporate environment.

This association has re-invented itself a number of times from being the driver of the Hotelympiad, a huge Toronto event, to moving to more client based events like Meeting Planner Matinee, this year. Again, these changes are to engage the sales professionals in this industry and give hotel decision makers faith that CHMSE is here to provide their sales professionals with tools that make them better.

As Jeniffer Bissett, takes the reins for the next year, her mandate is to find out once again, where you want this association to go; where you need us to go to ensure that every hotel considers this an association that is worth having a member in. As industry associations compete for your budgetary dollars, we need to know what your magic requirement is that has your hotel buying into the association as we move into the future.

I hope that every General Manager and Director of Sales reading this newsletter, takes a look again at CHMSE as an association worthy of membership - and if it fails in an area -advises us what we need to become a mandatory renewal for its hotel sales representative every year.

This association can continue to do the same thing it has done every year for the past 30;

provide sales executives with tools that make them excellent. But, if the hotel General Managers and Director of Sales are not buying into what we are selling, than there is a problem that needs be addressed by the board of directors in the next year. The elephant in the room is that as we continue to offer these excellent programs and opportunities to the membership the total number of hotel members steadily declines year over year.

I think as an industry, we have to ask ourselves where we need to go. This always was your association, but if you don't take care of it, eventually, you won't have it.

Ask some of the top sales executives in this industry whether this association assisted them and they will tell you that in more ways than they can rhyme off, it did.

Colleen Curran-Fotopoulos, CHSP



## CHMSE Board of Directors, 2010 - 2011



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# Social Media Opportunities in Hotel Sales and Marketing



By Shane Gibson

Today a tweet posted by a customer from a hotel front lobby can reach more people than an ad in Air Canada's in flight magazine. In addition to this, we have all witnessed the havoc that Twitter influencers can have on a brand after they broadcast their disdain for the bad service they have received to their 20,000 followers.

Social Media Tools and Networks are a significant force that is growing. We cannot afford to avoid using them. The truth is in the numbers:

- **Facebook:** 750 Million People
- **LinkedIn:** 100 Million Professionals representing every company on the Fortune 500
- **Twitter:** 100 million status updates per day and Twitter search is now the second most used search engine on the planet
- **Youtube:** 1 Billion Views Per Day

A recent study released by AirPlus International Travel on business travelers has also cited a significant spike in social media use and stated the following:

"83 percent of respondents indicated they participate in social media sites this year, as compared to 77 percent last year. When delving into specific platforms, LinkedIn users, which held virtually steady in 2009 (58 percent) and 2010 (59 percent), jumped to 74 percent this year. Facebook also grew from a low of 45 percent in 2009 to 55 percent in 2010 and to 62 percent this year." – [Travelpulse.com](http://travelpulse.com)

This all adds up to one important conclusion. It's not a question of whether or not your customer uses social media or social networks. The question is: are you fully prepared to profit from it?

Progressive marketers such as the Palms Resort and Casino in Las Vegas have seen the rise of the social customer and have responded proactively. Using the industry leading social media influence ranking index Klout.com the Palms will upgrade and roll-out the red carpet for big influencers. They also provide some basic perks for those of us that are social regardless if we rank high – a thank-you for connecting with them socially. Palms calls it their "Klout Klub."

Before using social media we need to understand some core principles:

## #1) Social Media messaging is not produced solely by a marketing team.

Expand marketing roles to everyone possible, taking the number of marketing messages and multiplying them significantly online. In addition to this, realize that any front-line staff member needs to be well versed in your Facebook, Twitter or Foursquare promotions. Nothing is worse than investing in a brilliant online marketing campaign that your front office doesn't deliver on.

## #2) Provide social media training to all staff.

More important than training on the tools is training on the principles of using the tools. There is a specific etiquette to engaging people in each of the major networks.

## #3) Have a social media policy and process that outlines how to engage customers online, and how to deal with influencers in-person.

This should include guidance on how to deal with negativity, social events, and clients. Important note: If your guidelines are too stringent and you take the fun out of Twitter or blogging don't be surprised if your efforts fall flat.

## #4) Listen and Engage in Real-time

Social media is about listening, community, adding value and entertaining people. It's about a dialogue. It is a two-way communications medium. "Talking at" people or "blasting updates" is not true engagement and it's not good for your brand either. The biggest opportunity in social media is in the "now." It's about instantly engaging the influencer who has announced to Twitter that they are in your lobby, or thanking the person who took the time to check-in on Foursquare while attending a conference at your hotel. That instant feedback and dialogue is what builds brands and lets the customer you care on a very personal level.

## #5) Get Local

Every hotel group should have a Twitter and Facebook account but I don't believe that you

should stop at a nationally operated profiles. Go the next step and empower your front line marketing and sales teams to engage with customers on a local level using Twitter, Facebook and any other platforms your customers use. This will give you an advantage over marketing generalists that have not gone hyper-local with their social media efforts.



Shane Gibson (@ShaneGibson) is a sales and social media speaker who has addressed over 100,000 people on stages on three continents over the past 15 years. He is also co-author of *Guerrilla Social Media Marketing* and *Sociable! How Social Media is Turning Sales and Marketing Upside-down*. When he's not speaking or Tweeting he is in the social media trenches working with his clients as Chief Social Officer for Socialized! Ltd. (<http://socialized.me>)

## WHAT'S NEW IN OUR BUSINESS

The Sheraton Fallsview Hotel and Conference Centre in Niagara Falls is rebranded **Marriott Gateway On The Falls...** The **CN Tower** celebrates 35 years and launches new EdgeWalk attraction... **Ontario Place** is celebrating its 40<sup>th</sup> anniversary by offering free admission all summer... Business Information Group (BIG) has acquired **Meetings and Incentive Travel** magazine and the **IncentiveWorks tradeshow and conference** from Rogers Publishing.

# May Meeting Planners Matinee, May 30th at The Sutton Place Hotel

By Diane McClelland

Stop 33 at The top of The Sutton Place Hotel was the perfect setting for this Toronto Tourism partnered event with floor-to-ceiling windows offering stunning views of the city!

The event began with some leisurely networking with refreshing sparkling wine and fruit infused sparkling water being served. Fourteen industry professionals covering a number of topics of expertise relating to the special event and meeting planning industry presented interactive sessions at round tables over a delectable lunch. Fabulous prizes were won by some lucky attendees including the grand prize of 2 return airline tickets from Porter Airlines. Trump International Hotel & Tower Toronto provided a multi-level sponsorship including a draw prize for a 1 night stay and breakfast at the hotel. Every delegate walked away with something, as the round table hosts provided a gift at each chair adding a touch of class and elegance to each of the tables.

The Trade Show Marketplace added value by providing business contacts, business development and networking opportunities, while attendees sampled and savoured a multitude of sweet desserts created by The Sutton Place Hotel's Executive Chef, Christopher Duernholtz. Trade show participants provided more than 20 fabulous prizes which were received by the lucky meeting planners!

The Keynote speaker, Carole Saad of chic & swell Creative Meetings and Events delivered her behind the scenes story of organizing special events and programs at the June 2010 G8 & G20 Summits held in Toronto. It was a pleasure and a privilege to have a glimpse into what was involved: the details, the care, the humour, the passion and the hearts that were touched. It was a wonderful story to hear.

We would like to extend a sincere thank you to our volunteers Greg Webb, Deanna Keffer , Patricia

Thompson, Claire Ingle and Rebecca Bartlett-Jones who dedicated their time and expertise to ensure the event was a huge success!

Finally, the event would not have been the success it was without the partnership of Tourism Toronto. From handling the invitation of the meeting planners, to providing a prize to hosting a round table and much more...many thanks goes out to Jeniffer Bissett and her team!

For those of you who were able to attend, thank you for your support and for those of you who were unable to make it - a fantastic experience was had by all! We hope to see YOU next year!



Dancap Productions Trade Show Table (Judi Pressman, Dancap Productions, Teresa Kozovski, Dancap Catering and a meeting planner)



Trump International Hotel & Tower Toronto Trade Show Table (Mary Ann Gamboa & Carla Olivier)



Robert Babcock of AV-Canada recognized for his 25 years as a CHMSE member



Melanie Beson of Stagevision Inc. lovin' those pink shades, provided by decor sponsor MCC Planners

Round Table in discussions



Round Table Speaker, Jodi Spivak, CMP, Group Sales Manager, Hotel Le Germain Toronto & Hotel Le Germain Maple Leaf Square, Melanie Fong of The Renaissance Toronto Downtown Hotel, Mirza Ajanovic of The Sutton Place Hotel



Round Table in discussions (Linda Stott, Sheraton Parkway Toronto North Hotel, far left)

## Special Thanks To Our Event Sponsors



# 3 WAYS TO START A CONVERSATION AND FINISH WITH A SALE

By Michel Neray

Ditch your elevator pitch. Zap your infomercial. And whatever you do, keep your carefully worded, painstakingly developed, positioning statement to yourself.

They may make you sound clever, but your elevator pitch, infomercial or positioning statement don't exactly make for good conversations. This is a shame, because last I checked, even a sales conversation is just that – a conversation.

So what can you say to a prospect sitting across the boardroom table, or someone you meet at a networking event or the beach bum in the next chaise lounge? How can you start a conversation in a totally natural, familiar way that doesn't sound like a sales pitch to the other person, doesn't feel like a sales pitch to you, and yet increases your chance of getting your next referral or making your next sale?

Unfortunately, there's no such thing as a magical phrase or headline that will make the other person want to buy your product or services – it just doesn't exist. What does exist, however, is an approach that will elicit interest from the other person so that he or she will want to engage you in a conversation.

As a copywriter, I have adapted several copywriting styles and approaches for use in verbal conversations. Here are three of my favourites.

## #1 The Provocative Question

Chances are, you've seen this technique on websites, flyers and direct mail. It's Copywriting for Direct Marketers 101, and it works just as powerfully in verbal conversations. In fact, it works so well that I'm surprised people don't use it more often!

I call this approach 'The Provocative Question' because it provokes the listener to personalize the challenge you solve.

The best way to come up with a Provocative Question is to ask yourself the following:

*"What question can I ask, such that the response from the other person allows me to say, 'That's what I do...?'"*

The best Provocative Question pinpoints a problem or a symptom of a problem that the other person has. However, don't get trapped into thinking that the problem has to be a big, generic problem that the category as a whole solves. It can be a small but nagging problem, or even a one that people have when they deal with your competitors.

Many people have a hard time coming up with Provocative Questions because, ironically, the most compelling ones are also the simplest and most obvious. Another thing that people have trouble with is answering a question with a question – when someone asks us a question, we're wired to answer. What I am suggesting here is that you use that wiring to your advantage.

Here's an example. When someone asks me what I do, I often answer back with a Provocative Question like this:

*"Well let me ask you a question... When you go to a networking event or when you have to introduce yourself in public, how confident are you with the way you describe your business?"*

Almost every time, the person acknowledges that he or she doesn't feel confident with the way they describe their business. In that moment, I have engaged the other person's interest by presenting what I do in a way that's personally meaningful to him or her. Then, what generally ensues is a conversation about the sales and marketing challenges they have and how I can help.

If, on the other hand, the person responds by saying that they're totally confident with the way they describe their business, that's cool too. I have two choices; I can either move on to another provocative question, (such as, 'That's great, do you get the response you want or would you like more people to ask for your business card, even in social situations?'), or I can talk about how

being confident about the way you describe your business shows you have exceptional clarity the true value you offer to your clients – and how that's the absolute most fundamental plank of your sales and marketing.

It's all good – it's all about having a conversation around an issue that's both A) important to the other person, and B) related to a core challenge that you help your best clients solve.

## #2 The Level-Setting Statement

If you're a financial advisor, consultant, or in any other crowded profession where your prospects are very familiar with – perhaps even jaded about – the kind of work you do, this one's for you.

The 'level-setting statement' is a universal statement that gets the other person nodding in agreement and then, WHAMMO! your point of difference hits them like a ton of bricks!

This is a powerful technique because you can only be different in comparison to something else. That's what the level-setting statement does – it establishes what that something else is.

Here's just one example from an event planner who is a member of The Bull Pen, the coaching group I run for independent professionals:

*"There are five specific areas of expertise that are absolutely critical in major event planning. (Pause – and wait to see if the other person wants to know what they are.) While there are a lot of excellent event planners who can do a good job in one or two of them, it's extremely unlikely that any one event planner would be an expert in all of them. Because I've been in the business for 15 years – on both the corporate as well as on the vendor side – I've developed a detailed planning process around each and every one. That's what enables me to track and manage the myriad of details to guarantee a successful event."*

By stating the level-setting statement up front, you

educate the other person about the industry you operate in, and establish a frame of reference that gives meaning to the differentiation you want to communicate.

You can use this approach to challenge an underlying assumption that people have about the industry, to illustrate a small but significant problem that generally annoys customers when dealing with your competitors, or anything else that allows you to highlight your solution.

Take a look at your own point of difference. Can you come up with a level-setting statement that will help you stand out even more?

### #3 Address the Stereotype Head-on

You know how as soon as people discover you're a \_\_\_\_\_, (insert your title here), they immediately form an impression about you that's based on a stereotype?

Unfortunately, that stereotype is often negative.

For professions such as life insurance agents or used car salespeople, where the negative

stereotypes run strong and deep, I recommend you address the stereotype head-on:

*"If I tell you I'm a used car salesman, you'd probably think 'plaid jacket guy who sells lemons to unsuspecting customers', right?"*

Pausing here is important here, because you want to give the listener time to move the image of the stereotype from the unconscious part of their brain to the conscious part. They might even want to chime in and give you their negative experience about dealing with 'people like you'.

Perfect – now their guard is down. Now you can continue on to explain how your business, service or approach 'fixes' the problem that everyone else in your industry has created.

That's your most compelling differentiator!

Stop selling... and start having real conversations!

Simple as it may seem, everything truly does start with a conversation. You're not trying to tell your entire story, nor are you even trying to get the most important points out of your mouth first.

All you want to accomplish is to elicit an interest from the other person; to have that person say, 'tell me more'.

So don't think of these as sales techniques – think of them as conversation starters. The rest is up to you. If you are genuinely interested in helping the person you're chatting with, chances are better than excellent you'll finish with a referral or a sale.

**Now go out and have some conversations!**

Michel founded The Essential Message and created the Greatest Value Discovery Process to help businesses uncover their greatest value. And while it's true his clients routinely double, triple or even quadruple results, the tools and processes he created have proven even more powerful for creative problem solving in a wide range of complex strategic issues, and for helping his corporate clients achieve greater employee motivation, engagement, teamwork and resilience. For more information, visit [www.essentialmessage.com](http://www.essentialmessage.com)

## Booth 533 is the Place to Be!

IncentiveWorks is Canada's largest event for professionals who plan, organize or influence meetings and events. The two-day show takes place August 23-24, 2011 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! Drop by and say hello to Shelley and your board. We'd love to see you. Visit [www.meetingscanada.com/IncentiveWorks](http://www.meetingscanada.com/IncentiveWorks) for more information and to register for the show.



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# Through the Keyhole

CHMSE president **Leanne Nicholl** leaves the Fairfield Inn and Suites by Marriott – Toronto Airport to join the Toronto Marriott Bloor Yorkville as business transient sales manager... Leanne is replaced at the Fairfield as director of sales by **Anna Hollas**... also leaving the Fairfield Inn & Suites is **Lory Vincenzi** who joins Atlific Hotels as area corporate sales manager... at the Marriott Bloor Yorkville **Alicia Bodanis** is promoted from director of events to director of sales and marketing... CHMSE director of electronic networking and information management **Christopher White** leaves the Sheraton Centre Toronto to become sales performance manager at the Delta Chelsea Hotel... also new to the Delta Chelsea is **Susan Welsby** as director of sales, relocating from the Delta Toronto East... **Paula Seibezzi** is new group sales manager at the Toronto Airport Marriott... also at the Toronto Airport Marriott **Debra Wilson** is new director of sales and marketing... **Elizabeth Stewart**, formerly with Vintage Hotels, joins JpDL as operations manager for Niagara Hotels... **Martha McKay** leaves The Old Mill to represent the Westin Hotel and Spa, Whistler and the Westin Grand Hotel, Vancouver... **Nancy Tudorache** is the new director of sales and marketing of the SoHo Metropolitan... **Aymeric Miguot**, formerly with the Novotel Montreal is the new corporate IT regional sales manager with Met Hotels... Elizabeth Oliveira leaves Starwood to join Metropolitan Hotels as regional sales manager handling corporate IT... **Ana Lima** leaves the Novotel Mississauga to join The Waterside Inn as senior business development manager... Ana joins **Toni Frankfurter** who is director of sales and marketing at The Waterside... Michelle Leroux is the new VP of sales for Skyline Boutique Hotels and Resorts... **Yvette Shier** leaves the Radisson Toronto Airport to join the Cosmo and Pantages Hotels as catering manager... **Crystal Busheri** leaves the hospitality industry of Dubai and joins the Holiday Inn Toronto Yorkdale as sales manager... **Jodi Levy** is new corporate group sales manager at the InterContinental Toronto Yorkville... **Stephen Dempsey** joins The Art of Productions as managing director... **Alex Filiatrault** leaves Four Seasons to join the Shangri-La Toronto as director of sales and marketing... **Julie Wiggins** is now executive director, sales for Cineplex Odeon... **Frank Vismeg** is managing director/director of business development and marketing at Pinestone Resort/Sheraton Hamilton Hotel... **Sandra McKenzie** is client support specialist at Ticketmaster Entertainment... **Feiona Gobin** is convention sales manager at Ottawa Tourism... **Matthew Zuckerman** returns to Montreal to become account manager – hotels at Booking.com.

Congratulations: **Vinita Borrison** of the CN Tower married David Das on June 25, 2011.

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## Summer 2011 Issue

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We reserve the right to edit for space.

## Welcome New Members

**Melanie Beson**, Stagevision Inc.

**Crystal Busheri**, Holiday Inn Toronto Yorkdale

**Dominique Comella**, The Renaissance Toronto Downtown Hotel

**Lisa Elliott**, InterContinental Toronto Centre

**Leila Emami**, Novotel Toronto North York

**Marissa Goncalves**, Holiday Inn Toronto International Airport

**Shannon Hill**, Four Points by Sheraton Mississauga Meadowvale

**Nancy Huang**, The Hazelton Hotel

**Cathi Krewicki**, Ruth's Chris Steak House Mississauga

**Loreen Lalonde**, Courtyard by Marriott – Downtown Toronto

**Danyelle MacCulloch**, Tourism Toronto

**David Morris**, PSAV – Presentation Services Audio Visual

**Anita Pang-Hrepic**, The Strathcona Hotel

**Judi Pressman**, Dancap Productions

**Adam Roston**, Hilton Toronto

**Elizabeth Stewart**, JpDL Niagara

**Jimmy Tanujaja**, aNd Logistix, Inc.

**Joelle Tardif**, Radisson Suite Hotel Toronto Airport

**Wendy Turner**, Four Points by Sheraton Toronto Airport

**Debra Wilson**, Marriott Toronto Airport

**Elaine Wiltshire**, Novotel Toronto North York

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