

Past CHMSE president **Vito Curalli** is elected corporate officer of the Hotel Association of Canada... another CHMSE past president, **Monika Nowak**, leaves The Strathcona to become director of sales and marketing at the Crowne Plaza Toronto Airport Hotel... **Mirza Ajanovic** departs The Sutton Place Toronto to join the Park Hyatt Toronto as sales manager... **Marci Vigeant-Christie** is account manager at Rogers Digital Media... **Mary Grace Franchino** joins the Radisson Admiral Hotel Toronto Harbourfront as sales manager... **Romeo Loparco**, formerly with bb Blanc is now sales manager with PSAV – Presentation Services... **Denise Ethier** joins the Novotel Toronto Centre as director of sales... **Marcelo DeOliveira** is event logistics manager at the International Centre... **Greg Eggesfield** has left Hotel Le Germain and is now sales manager at The Grand Hotel and Suites Toronto... **Frank DiRocco** departs Delta Hotels and Resorts to join Meeting Encore as regional director... **Scott de Savoye** leaves the Holiday Inn Toronto International Airport to become general manager at the Holiday Inn San Francisco Civic Center... at JPdL Destination Management **Gillian Kilpatrick** moves from operations to sales... new to JPdL are **Ramiro Villafuerte** as sales manager and **Jocelyne Fleming** as program and product developer... **Robert Lemieux** leaves the Westin Harbour Castle to become director of sales and marketing for the Westin Bayshore Vancouver... **Anita Kuhn** has relocated to London, UK where she is global sales manager for Marriott... **Pat Cluett** is sales manager at ALT Hotels – Groupe Germain... **Julie Kang** is senior sales manager at Hotel Le Germain Maple Leaf Square... **Vishal Malhotra** is regional director of sales for the Westmont Hospitality Group... **Trevor King** has joined the sales team for Group Tour and Student Tour magazines... **Nicole Lewis** is business development executive with Dealfind.com Inc... **Sandra Moniz** is regional sales manager at Skyline Boutique Hotels and Resorts... **Sherry Rampersad** leaves Hilton to become association sales manager at the Renaissance Toronto Hotel Downtown... CHMSE past president **Cathy Wallbank** relocates with Leisure Care Canada to Vancouver as director of operations... **Suzanne Cowley** leaves Starwood to become regional account director for Larco Hotels... **Aymeric Mignot**, formerly regional sales manager for Metropolitan Hotels is now sales manager for Sheraton Airport in Montreal... former president of CHMSE, **Colleen Curran-Fotopoulos** joins the Hampton Inn and Suites Barrie as sales manager.

Congratulations

To **Sandra Speers** of Carriage Hills Resort on the arrival of daughter Avery Laurence Robitaille born April 15, 2012.

To **Rachel Mangal** of aNd Logistix for earning her Certified Special Events Professional designation.

To **JPdL Destination Management** for receiving Best Destination Marketing award from the Association of Destination Management Executives International.

News

The **Sutton Place Toronto** closed its doors on June 15, 2012.

The **King Edward** is now a Skyline Hotel.

Welcome New Members

Charmaine Cyril, aNd Logistix

Andrew Gendi, Toronto Bus Company/
Toronto Tours Ltd.

Claire Ingle, PSAV Presentation Services

David Martin, Ted Rogers School of
Hospitality Management, Ryerson University

Monika Nowak, The Crowne Plaza
Toronto Airport

Joanne O'Neill, iBrand Print

Kimberly Rowntree, Turning Technologies
Canada

Christina Sheppard, Hilton Toronto

Katherine Torres, Hilton Toronto

Fred Vasquez, White Oaks Conference
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Haddy Wong, Trump International
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Booth 2032 is the Place for You!

IncentiveWorks is Canada's largest event for professionals who plan, organize or influence meetings and events. The two-day show takes place August 21-22, 2012 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. You'll want to admire our beautiful 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.



PRESIDENTS ADDRESS

By Jeniffer Bissett, President

As the year has flown by, I am so pleased with what the Board has accomplished this year. We have had some exciting & informative programs that pleased both Junior & Senior Sales People some with record breaking attendance. We hosted our second May Meeting Planner Matinee with great success and also our Membership team has been busy with being able to provide additional benefits to you - our members.

I do want to thank all the members that have provided insight over the past year as we have integrated those ideas & suggestions into our programming. We are very pleased

to have created and are expanding our LinkedIn account, we have also started a CHMSE Twitter page (@CHMSE) and I urge you all to follow as we will have some exciting programs coming up in the future and articles going through our Twitter page.

For the 2012-2013 year, I am very excited to welcome Leanne Nichol who will serve with me as Co-President! What a great year we are planning and I could not be more excited to hear from our members and also to see you at up coming events. As your input is incredibly important to us, please feel free to reach out to us at anytime.

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MEMBERSHIP BENEFIT HIGHLIGHT

See page 3 for an extensive list of personal benefits for CHMSE members, many of which are brand new enhancements! Check out the discounts on theatre, attractions, sporting events and more!



Programs Portfolio Update

After overwhelming requests from our members, on Thursday April 26th, 2012, CHMSE hosted a “Social Media” Lunch & Learn event at Hotel Ocho. Elaine McCulloch, Business Development & Partnerships, National Sales for Via Rail shared with our members the “do’s and don’ts” of the maze that is social media. She explained how VIA uses social media as a marketing tool and how they successfully use it to engage with their clients. She went into detail about the differences between Twitter, Facebook, and LinkedIn. Mostly importantly she answered that burning question we all have ... “what are QR codes?”. It was a very enlightening afternoon

at a great venue. Elaine has graciously made her presentation available to all of our members. If you are interested in receiving a copy, please email Shelley Macdonald at shelley@chmse.com.

Social Media is here to stay and is ever-changing. If you aren’t already on the bandwagon, it’s time to get on it!

Our Training Programs will be taking a short break over the Summer months. But rest assured we will have plenty of Educational and Networking opportunities in the Fall. Our website will have all the dates and details as they become available.



Article Written by:
Marisa Goncalves,
Director, Programs



Elaine McCulloch,
Business Development
& Partnerships, National
Sales for Via Rail provided
her views on Social Media.

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Membership Info

Being a member of CHMSE has its benefits!!

List of Member Benefits:

- Aloft Vaughan Mills Hotel – Free Appetizer (new)
- Canada’s Wonderland – special rates
- Casa Loma – 30% off the retail rate (new)
- Centreville – Discounted Tickets (new)
- Costco – Cash Card
- Dancap – 20% off
- Grayline (Niagara Tours) – 15% off (new)
- Hertz #1 Club Gold – Fee Waived
- Hockey Hall of Fame – 20% off (& 1/2 price photo) (new)
- Mariposa Cruises – 20% off
- Medieval Times – 25% off, 10% at gift shop
- Mirvish Productions – Up to 40% off tickets
- Mysteriously Yours Dinner Theater – \$15 off (new)
- Niagara Parks – 4 Top Attractions for 1 low price
- Ontario Science Centre – 20% off (new)
- Playdium VIP Card
- Royal Botanical Gardens – 30% off (new)
- Royal Ontario Museum – up to 30% off (new)
- Segway Tours – 50% off all tours
- Toronto Raptors – lower ticket pricing (new)
- Toronto Tours Ltd. – Buy 1 get 1 free city tour

For more information on how to use these member benefits please visit www.chmse.com

Here are two exciting things you should know about your membership!

Is your membership coming up for renewal? If so, please watch for communications from the CHMSE office. If you renew your membership before it expires you will receive a \$25 LCBO gift card. Also, you will be offered a second 6-month CHMSE membership to share with someone in your office. This will introduce your colleague to CHMSE and will entitle him or her to all the event discounts and member benefits you receive. (Note: This program does not apply to members who are part of the long-distance dues program.)

Do you know someone “hotel sales person or supplier” who would benefit from being involved with CHMSE? Refer a new paid member to the association and you will receive a \$50 gift card to the retailer of your choice.

For more information on these programs please email info@chmse.com

Pricing and Specs

* Standard Annual Fee = \$275.00 plus \$25.00 one-time application fee plus \$39.00 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)

* Associate (college/university) Annual Fee = \$275.00 plus \$25.00 one-time application fee plus \$39.00 HST

To Join, please visit our website at:
CHMSE.com



**Thank You to our
May Meeting Planner Matinee**

Committee Volunteers

Diane McClelland, Wotif Group
Director, Affiliates - Co-Chair, CHMSE

LA (Leslie Anne) Palamar,
bte hospitality and tourism sales training
Director, Affiliates - Co-Chair, CHMSE

Greg Webb - President,
Gregory Webb & Associates Consulting
Director, Communications & Marketing, CHMSE



Leslie Anne Palamar



Greg Webb



Diane McClelland

Thank you for your support

Claire Ingle,
Regional Vice President, Hotel Sales
PSAV Presentation Services

Shelley Macdonald,
Executive Director – CHMSE

Thank You to our Humber College Students

Jen Bowers
Rahul Bagga
Shantanu Shetty
Jillaine Yee

May Meeting Planner Matinee

On Wednesday May 30th, Tourism Toronto and CHMSE presented the 2nd annual May Meeting Planner Matinee. This networking event brought together Toronto's meeting planning community with the conference industry's top suppliers - including hotels, audio visual companies and decor experts - to name just a few. Atlantis Pavilion, located in one of the sunny, architecturally stunning "pods" at Ontario Place provided the perfect back-drop for the day.

Guests mingled through a tradeshow where exhibitors had a chance to not only display information on their products and services, but also to catch up and chat with planners in a relaxed, beautiful environment.

A delicious lunch was served featuring Spring Mix Greens with Sundried Fruit & Candied Pecans, Chicken Supreme with vegetables, and Creme Brulee, Classic Vanilla Bean Infused Custard. Wine was offered compliments of Atlantis (thank you so much.)

Then the fun really began as three of our keynote speakers shared their expertise on a wide variety of topics. Dana Zita, of aNd Logistix kicked off the session with a 20-minute turbo-charged presentation on how to increase registration at your event. She offered up great tips, processes and approaches that are sure to help planners to significantly increase attendance at conferences and events. Andrew Long of the Greatness Group gave us a hands-on demonstration of team building through a scavenger hunt - which we all participated in from the comfort of our lunch tables! For those people interested in incorporating a team building aspect into their events, this is a wonderful idea! The speakers wrapped up with the dynamic Leslee Bell of Decor and More, who shared photographs of incredible events from around the world. Thank you to these fabulous speakers; your generosity in sharing your experiences and knowledge was much appreciated.

Turning Technologies then put our product knowledge to the test and invited all of the Planners to play an Event Planning Trivia game, using Turning Technologies' responders to answer skill testing (okay not too skill testing) questions which had been put forth by the tradeshow exhibitors. Participants used smarts and speed to win valuable prizes, generously contributed by our sponsors and tradeshow exhibitors.

As always, this event could not have been offered to our membership and our clients without the support of our sponsors. Many thanks go to our sponsors: Porter Airlines, Stagevision, Turning Technologies Canada, Trump International Hotel & Tower, Toronto, PSAV, ibrandprint.ca, Robinson Show Services and of course the Atlantis Pavilion at Ontario Place

We look forward to seeing you all again at next year's Meeting Planner Matinee.

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Daniel Edward Craig is a former general manager turned hotel consultant specializing in social media strategy, storytelling, and reputation management for the lodging industry. He is the author of three hotel-based novels, a popular blog, and various articles about issues in the hotel industry. Visit www.danieledwardcraig.com or follow him on Twitter: [dcraig](https://twitter.com/dcraig).

Social media and storytelling for hotels

My dual careers as a hotelier and novelist couldn't be more different, and yet they've overlapped in unexpected ways. As a hotel manager, I learned to pay close attention to detail, to be more decisive, and not to drink on the job. As a writer, I've learned to be focused, how to cope with a bad review, and how to invent clever excuses for missed deadlines.

Surprisingly, it's the storytelling skills I've developed as a novelist that have helped me most as a hotelier. Hoteliers are natural storytellers. We can often be spotted at social gatherings regaling crowds with tales of impossible guests and improbable situations, all the while carefully editing details to ensure discretion and inflate our importance.

Hotels are a rich, virtually unlimited resource for stories, and social media has created unprecedented platforms and audiences for sharing them. And yet this storytelling talent isn't always apparent in social media, where hotel content often leans toward the bland and unoriginal.

The challenge is, when we're already scrambling to keep up with the technical and operational demands of administering a social media program, who has time for creativity? And yet as travel research and purchasing increasingly shifts online, our ability to communicate our unique offerings, to drive advocacy, and to build loyalty has never been more important. And nothing accomplishes this quite like good storytelling.

To that end, I thought I'd share a few storytelling principles I've learned as a writer that have equal relevance to social media in the hotel industry.

Why tell stories? In the age of social media, to stay relevant online we need to think like a publisher and communicate like a storyteller. Travelers are telling stories about our hotels on review sites and social media platforms, and while we can't control the conversation, we can influence it, and we can own our own story. The more interesting and relevant the content we produce, the more it will be remembered and shared, and the greater traffic it will drive to our website and booking channels.

Start with your core story. A good story has compelling characters, an appealing setting, an intriguing plot, and an easily identifiable genre. For a hotel, these elements are your staff, location, guest experience, and style of property. Write these elements into your core story and post it to your website and social

media profiles. Then share fragments of this story on social media channels that compel readers to click to find out more. The subtext to every story? Your brand promise, key value propositions, and core values.

"In crafting your story, work as a group to imagine the stories you want your guests sharing with others once they leave your hotel," advises Bill Baker of BB&Co Strategic Storytelling, whose clients include Relais & Châteaux. "Envision what you want those guests doing, thinking, and feeling to create those stories and, most importantly, get your staff to see their role in making those stories happen."

Dramatize description. Lists of features and benefits are helpful but a bit dull; they're far more compelling when woven into stories. Packages are great for this, as are slice-of-life updates on Facebook and Twitter. Like this Facebook update from Brewster House in Freeport, Maine: "Cute couple got engaged here last night. Now enjoying champagne and blueberry-stuffed French toast." The subtext? Romance, excitement, and scrumptious breakfast.

"Good storytelling makes people sit up and listen ... It is worthy of their attention, worth remembering and retelling." - Corey Torrence, iMedia Connection

Speak to your audience. When we read a book or watch a movie, if we identify with the universal needs, desires, and values of character, we form an emotional connection. Similarly, travel shoppers want to know how they'll fit into our story and how we'll fulfill their needs and desires. Ultimately, our guests become our critics, assessing in reviews and social media feedback how well we communicate and deliver on expectations through the stories we tell.

Take a page from the book of online reviews. Travelers tune out hotel marketers because of our propensity to tell fairytales and fantasy. Instead they turn to online reviews for the real story. Reviews contain all the elements of good storytelling: a gripping lead, a strong point of view, lessons learned, humor—and yes, occasional myth and melodrama. Use these

techniques and a healthy dose of reality in your stories to capture the attention of travelers and earn back their trust.

Show, don't tell. Online we have the attention span of three-year-olds at Toys 'R Us: we're drawn to shiny, moving objects and repelled by large blocks of static text. Use imagery to bring your stories to life; video in particular takes the guesswork out for travel shoppers. Video content doesn't have to be slick on social media channels, but it should be professional, entertaining, and on-brand. If your budget allows, get it professionally produced.

Resist the urge to explain. Be concise, and let words and images speak for themselves. Advises Martin Soler with Hotel le Seven in Paris, "Treat content like a news story. Break it down into sections and give it to them bit by bit to maximize yield. If you do a photo shoot, write that a shoot was done, and then a little later release one photo, then a few more, then the restaurant photos, now the single rooms, etc. Don't just dump the stuff on them."

Editorial, not advertorial. Blogs and social media platforms are often used as dumping grounds for media releases, specials, and the latest discounts on discounts. Those aren't stories, they're commercials. Put a unique, non-salesy spin on promotional content, and balance it with original, editorial-style content. And remember that the most compelling, authentic stories are told by your guests. Listen to them, learn, and encourage them to share. End of story.

A few examples of good storytelling:

1. The fantastical Faena Hotel + Universe in Buenos Aires takes storytelling to a new level by presenting its core story in storybook format.
2. L'Apostrophe Hôtel in Paris tells its story in video format by accompanying une jolie femme around the city, creating a powerful sense of place.
3. La Basse Cour in Normandy and Fort Putney Road in Vermont create intrigue by sharing the story of how they came to be innkeepers.
4. Story Hotel in Stockholm lets guests do the storytelling by scanning their handwritten notes and posting them to its website.
5. Diverse and engaging content by Hotel le Seven in Paris has helped attract over 12,000 Facebook fans.

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6. Hopton House's blog in Shropshire, England conveys its distinctive pastoral setting and appreciation for nature through compelling photography.

7. Best Western's vintage videos show that someone at the company has a sense of humor (and that there were some seriously bad hairdos in the 70s).

8. Sheraton and Fairmont have created online communities for guests and staff to share their stories on Better When Shared and Everyone's an Original.

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