

Welcome to CHMSE's e-newsletter... keeping you in the loop with news and updates



KEY ACCESS

Late Summer 2017 Issue



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In this issue: A huge Through the Keyhole section!

Wow! We've never seen so many industry moves and updates at one time!

Check out all the scoops at the bottom of this e-newsletter to be in the loop.

Upcoming CHMSE Event

After 5 Networking

Thursday, September 21, 2017

The Globe & Mail Centre

351 King Street East, Suite 1600



Digital Marketing Trends: What works in the Hotel Industry & How to Implement

Join CHMSE for our first After 5 program of the new term, with the opportunity to meet the new Board of Directors taking office in September. For more information and to register click [here](#) or for event pdf click [here](#)

Welcome New CHMSE Members

Hotel

Jaclyn Austin, Novotel Toronto Mississauga Hotel
Christina Cameron, Four Points by Sheraton Mississauga Meadowvale
Seema Charles, Concord Hospitality Enterprises
Dominique Lavery, Renaissance Toronto Downtown
Melissia McQueen, The Waterside Inn
George Sovatzis, The Bond Place Hotel
Hilary Umbach, Old Mill Toronto
Meneka Virmani Ganguly, One King West Hotel & Residence

Affiliate

Mark Kelly, The Rec Room
David Morris, PSAV
Cathy Sullivan, CN Tower

Thank you to our Strategic Partners

Thank you to both our Strategic Partners for everything they do. Our Events would not be possible without your participation and the continuous support and commitment does not go unrecognized.



Read further down for a list of CHMSE's May Meeting Planner Matinee Sponsors!

CHMSE at IncentiveWorks

CHMSE was delighted to participate as an industry partner in IncentiveWorks 2017 in August. Thanks are extended to Meetings & Incentive Travel for the opportunity and to Freeman for booth display and show service support!

Pictured at the CHMSE booth are Marisa Goncalves, CHMSE



Site Inspection Tips to Be More Memorable and Book More Group Business

Special guest article by Flavia St. Clair

A well planned and memorable site inspection can be a sales manager's best tool to securing more group business. Here are a few things to keep top of mind to ensure a successful site visit:



Before the site inspection, ensure that you confirm the appointment 24 hrs in advance and ask the client how much time they have set aside. Ask the client if they will be coming by public transit or in their own vehicle. If they are driving to the venue, advise them of the parking options and ensure that the cost of the parking is covered. Never delegate the site to another sales person. Relationships are key in the hospitality industry.

Upon arrival at the venue, try to be in the lobby to greet your client. Reconfirm that they still have the allotted amount of time to view the facilities. Being respectful of the client's time is always appreciated. Ask if they are interested in seeing the entire venue or just the areas under consideration. Bear in mind that some people have multiple events so showing the entire hotel is beneficial, when time permits. If the client will not be joining you for a meal, a nice gesture is to ask the client if they would like a hot or cold beverage to sip on during the site visit. In this industry, thoughtful gestures speak volumes.

During the site of the proposed function space and guestrooms, ensure that the site takes the client's program details into consideration - no canned presentation please! Ask the client questions about how they envision the best use of the space for their event. This will be beneficial to the sales manager as it will allow them to ensure that the proposed space is in fact the best choice for the group's requirements. If other options become apparent, then ensure that you show these to the client for their consideration.

If time and budget permit ensure that you include a "surprise" element to the site inspection - that could be anything from a surprise food sampling with chef in one of the function rooms to seeing the main meeting room completely set up as requested in the RFP, including a screen with the group's logo. Put on your imagination cap and make the site inspection truly memorable. Even if this time the client decides on another venue for whatever reason, there is no doubt that they will remember your venue for future events.

***Article submitted by Flavia St Clair, Hospitality Insights
Hospitality consulting from the buyer's perspective including site
inspection evaluation; website & marketing audit; focus groups;
renovation plan review; fabulous fam trip planning.***

Visit www.hospitality-insights.com

Featured Member Benefit

Mariposa Cruises

With Summer drawing to an end, what better way to enjoy the (still) beautiful weather than with Mariposa Cruises? Mariposa Cruises offers CHMSE members 20% off at mariposacruises.com. Click here and login for more information and for other member benefits:

[Member Benefits](#)



Recent CHMSE Events

CHMSE's Summer Social: June 12, 2017

To conclude the 2016-2017 CHMSE season, a complimentary, casual social gathering to catch up with friends and welcome Summer at the ever-popular Thompson Hotel was organized for members and member-guests. Nibbles were provided compliments of the Thompson Hotel and it was a fantastic evening celebrating a successful 2016-2017 season of training sessions and meeting planner sales opportunities. Thank you to all that attended, and to the Thompson Hotel for their support.



May Meeting Planner Matinee: May 12, 2017

On Friday May the 12th, CHMSE hosted its 7th May Meeting Planner Matinee at the Woodbine Racetrack. Our speaker, David Adler of Bizbash, was informative, gracious and generous with his time. He had some great stories to share and was well known to both planners and industry. We had 29 member exhibitors and 40 planners in attendance. The Planners had some great conversations with members as they worked their way through the booths and played the Passport game to be entered into the prize draws! 75% of planners received a prize due to the generosity of our exhibitors. Woodbine Racetrack graciously provided the grand prize. Thank you to Woodbine Racetrack for hosting, to bb Blanc and Robinson Show Services for their support as our Strategic Partners, to our Platinum Sponsor: Robinson Show Services and Gold Sponsors: bb Blanc Inc., Courtyard Marriott Toronto Downtown, Freeman Audio Visual Canada, Meetings & Incentive Travel|IncentiveWorks, PSAV, Stagevision AudioVisuals and Stronco. Thank you also to our Event sponsors: bb Blanc Inc., BizBash, DT Floral and Décor and Click It

Photography.

A special thank you to our MMPM Committee members for their support, generous contributions of time and amazing efforts. Chris Siedel, Lydia Girges, Ryan Peddigrew, Jennifer Luke, Niels Pierik, Nafees Komaravolu, Wendy La, Mariya Onikiyenko and Shelley Macdonald. It was a super successful day because of everyone's contribution and energy.



Thank you to all of our guest speakers, venues, strategic partners, sponsors and of course our programs team for continuing to produce such high level, interactive and educational events. For more event photos, taken by Chris Dennison from Click-It Photography, click [Event Photos](#)



**Sponsors of CHMSE's May Meeting Planner Matinee held
on May 12, 2017 at the Woodbine Racetrack
Thank you for your support!**





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Through the Keyhole

People on the Move

Marisa Goncalves leaves the Courtyard Marriott Toronto Downtown to join the Delta Toronto as Sales Executive.

Jeremy Adu also leaves the Courtyard Downtown to join Marriott's Canadian sales office as sales manager.

Ellen Muir departs Concord Hospitality to take on the role of sales learning delivery manager, Canada for Marriott Canada.

Maria Chung leaves the Westin Prince to become Director of Sales at the Sheraton Centre Toronto.

Debra Wilson, previously Hilton's Senior Director of Sales Enablement and Optimization - Americas, joins Sheraton Centre as Director of Sales & Marketing.

Also at the Sheraton Centre Toronto, **Timothy Reardon** is the new General Manager, having moved from the Westin Harbour Castle.

Bevan Marsh is now Sales Manager at Sheraton Toronto Airport Hotel.

Leanne Nicholl, formerly of Marriott Toronto Airport also joins the Sheraton Gateway team as Senior Sales Executive.

Kelly Kane moves to the Marriott Market Sales Team as Account Executive (See rest of Market Sales team (Toronto based) below)

Mark Ive joins the Hilton Toronto as Hotel Manager.

Rebecca Slongo departs the Hilton Mississauga/Meadowvale to join the Hilton Toronto as Executive Meeting Manager.

Zenobia Pereira departs the Hilton Toronto Airport to join the team at Hilton Toronto as Sales Coordinator.

Kara Jennings moves from the Hilton Toronto to the Metro Toronto Convention Centre as HR generalist.

Ameera Azad moves from the Hilton Toronto Airport to join the team at Sheraton Toronto Airport Hotel.

Stephanie McDonald departs the Hilton Mississauga/Meadowvale where she held position of Catering Sales Manager, to join the Holiday Inn Kitchener-Waterloo Conference Centre.

Hannah Paik leaves the Hilton Mississauga/Meadowvale to become Food & Beverage Supervisor at the Thompson Restaurant.

Janette Acosta Sanchez is Senior Sales Manager at the Hilton Garden Inn Toronto Airport.

Kelly Baumgartner switches roles at the Renaissance Toronto Downtown, moving from a sales role to be Social Media and Marketing Specialist.

Melanie Fong joins the Doubletree by Hilton Toronto Downtown as Catering Sales Manager.

Susanna Commisso departs the Bond Place Hotel to join the Westin Toronto Airport as Sales Manager.

Julie Holmen, formerly of Tourism Toronto, is now area Director of Sales and Marketing for Shangri-La Hotels and Resorts.

Kinga Rychalska joins the Holiday Inn Express Downtown as Director of Sales. With Easton's Group of Hotels, **David Stempowski** is promoted to Senior Sales Manager.

Annie Bao, formerly of Groupe Germain is now Sales Manager at St. Regis Hotels and Resorts.

Melissa Smith, previously Sales Manager at One King West is now Conference Services Manager at Schulich Executive Education Centre.

Jamal Jordan, previously with Gillis Consulting is now Manager, Brand Sales Account Development for the All Suites Brands of Hilton Worldwide.

Jennifer Babbini, formerly with Pantages and Cosmopolitan Hotels has joined Gillis Consulting as Business Development Manager.

Evan Korec, previous Director of Sales and Marketing with Silver Hotel Group is now General Manager at the Executive Hotel Cosmopolitan Toronto.

Lydia Teall-Hebbes, formerly Sales Specialist with Ripley's Aquarium is now Event Manager with Cineplex.

Greg Egglefield is promoted to Director of Sales at The Grand Hotel and Suites.

Susan Henderson, formerly Account Director with Deerhurst is now Corporate Sales Manager at byPeterandPauls.com

Debbie Hastings leaves her position as Director of Sales and Marketing at the Toronto Airport West Hotel to become area director of sales at FANS International Hospitality Group.

Lisa Tompkins, previously Director of Sales, Marketing and Communications at the CN Tower is now Executive Director at Haliburton Highlands Health Services Foundation.

Monisha Dias leaves Starwood Metro Market to join the Marriott Canada Sales Office as administrative assistant.

Also joining the Marriott Canada Sales Office are **Marie Gambardella** as sales manager (formerly with Toronto Airport Marriott), **Robyn Hewitt** as sales manager (formerly Courtyard Toronto Downtown), and **Gail Smith** as senior sales manager (formerly Marriott Eaton Centre).

All leaving Starwood Metro Market to become sales managers at the Marriott Canada head office are **Razan Aldarra**, **Roberta Amatiello**, **Melissa Barra**, **Zara Chang**, **Geraldine Gray**, **Jessica Kotsopoulos**, **Tushna Nazir** and **Candy Poman**.

Formerly with the Toronto Metro Market and joining the new Marriott Market Sales Team are **Angela Atkinson** as account executive, **Terrie Crane** as account executive, **Meredith Donaghey** as citywide sales exec-Toronto, **Kelly Kane** as account executive, **Christine Slade** as market researcher, and **Fatima Trivisonno** as account executive.

Previously with the Marriott's Central Regional Office and joining the new Marriott Market Sales Team as MS-sales coordinator is **Rachel Gal**.

Congratulations

To **Shiela Carreon** (formerly Coyne) of Old Mill, on her marriage to Karlo on June 28th!

Industry News

The **Air Canada Centre** is becoming **Scotiabank Arena**.

The **Trump Toronto** becomes the **St. Regis Toronto** in early 2018.

Kimpton Hotels & Restaurants have announced plans for a four-star Kimpton Hotel in Toronto's Bloor-Yorkville neighbourhood.

Atlific Hotels have announced that they are now managing the Westin Prince

Toronto Hotel.

Silver Hotel Group has added **The Anndore House** to its growing Toronto downtown Hotel Collection portfolio.

Choice Hotels Canada has relocated its Canadian corporate office to Mississauga. The **Kempfenfelt Conference Centre** in Barrie is officially closing at October 31, 2017.

The **Champlain Waterfront Hotel** has re-opened in Orillia, after being renovated. The **Delta Toronto Airport & Conference Centre** (previously International Plaza) had a day of industry site visits to display their newly renovated spaces.

GET SOCIAL WITH US!



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