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As a proud supporter of the upcoming HAC Conference, GTHA has the best ticket price to share with you:

	PROMO CODE	EARLY BIRD PRICE	REGULAR PRICE
HAC CONFERENCE ADMIT ONE SINGLE REGISTRATION	\$499	\$599 EXPIRES FEB 7, 2017	\$699 REGULAR PRICE

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WHY ATTEND?

1. LEARN WHAT IS THE FUTURE OF HOTEL BRANDS

WHAT IS THE FUTURE OF HOTEL BRANDS?

MODERATOR

DAVID LARONE
Senior Managing Director
CBRE

HEATHER BALSLEY
SVP, Americas Brands and Marketing
IHG

DON CLEARY
President
Marriott

PHIL CORDELL
Global Head, Focused Service Brands
HILTON

DAVID TARR
SVP, Real Estate & Development
HYATT

With increasing competition and brand proliferation, what are hotels doing to stand out and be innovative? What types of hotels are growing in Canada? In the session, our leadership panel discusses changing customer preferences, various consumer segments and loyalty programs, which will all drive future growth. We have the opportunity to learn from each other by studying each other's best practices and strategies to enhance business models.

2. RESEARCH-BASED LEARNING



In this session, JASON DUNKEL of Environics Analytics will share up-to-date data on Canada's ethnic diversity. WASEEM SHAIKH of advertising agency McCann Canada follows with how to use the ethnic insights to build a marketing strategy that will attract and better connect your hotel with these communities, and ultimately boost revenues.



TONY CHAPMAN, our morning keynote, will share his plan on how any hotel, no matter size, service level, and location can compete based on emotion versus simply promotion.



ROBERT PATTERSON, Director of Content Strategy at MMGY leads this session on how to drive hotel online revenues through the management and execution of online services- website, social media, digital marketing, OTA marketing, Cvent etc. With so many channels, how can you convert more leads into business? This session is designed to teach you a couple of new tricks, develop an online business plan to achieve goals and hone your marketing skills.



TRAVELZOO will present tips on how to drive demand when current events shift in the travel landscape.



DAVID DIEHL will present on the trends the company is seeing on millennial travellers and how hotels can modernize fitness spaces to be 'forward leaning'; how hotels can make fitness amenities stand out on TripAdvisor; tips on positioning fitness amenities to corporate travellers; making the most of a hotel's fitness budget; and lastly, in-room fitness: what has worked for the major brands that have already launched these programs and how you can apply these to drive additional ADR.



DAVID GOLDSTEIN will provide an update on Destination Canada's marketing initiatives.

And much more such as *HAC Travel Intentions Survey* and *Case Studies from Foodbuy and Gordon R Williams with Inncom by Honeywell*.

For the full program, visit www.haconference.ca

3. NETWORKING

- National networking with corporate management, peers, and industry suppliers.

The HAC Conference will be at the Sheraton Airport Toronto Hotel & Conference Centre. See [HERE](#) to book your accommodation. **The special room rate of \$179/night for single occupancy will be available until January 16th @ 5pm.**

For further information or if you have any questions, please contact

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