

新聞稿 PRESS RELEASE

TO NEWS EDITOR
FOR IMMEDIATE RELEASE

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ASIA PACIFIC INSTITUTE OF BUSINESS
TO OFFER TWO-DAY HOTEL MARKETING WORKSHOP

An intensive Hotel Marketing Workshop organized by the Chinese University's Asia-Pacific Institute of Business and conducted by Dr. Charles F. Steilen, a noted hotel marketing consultant, will be held on July 1 and 2, 1993.

The purpose of this workshop is to help hotel staff better understand the concept of marketing and to show them how to make better use of a variety of marketing tools.

The critical attributes that determine how a hotel does business are ultimately the functions of marketing and of service delivery. Thus, to achieve any competitive advantage one must know how to apply a variety of marketing concepts, tools, and solutions.

The workshop will provide techniques for attracting new customers as well as for increasing the number of repeat customers.

It will also show how a hotel can build a commercial intelligence system, how to formulate realistic objectives and how to turn the entire hotel into a market-driven organization.

The workshop has been designed for those individuals who are either responsible for the development of a marketing plan or its component parts, or those individuals who play a key role in implementing the various marketing activities. This would typically include general managers, executive assistant managers or resident managers, F&B managers, PR managers, sales directors, restaurant managers, and front office managers. However, anyone else with an interest in hotel marketing is certainly welcome to attend.

The workshop will be held on Thursday and Friday, July 1 & 2 from 9:00 a.m. to 5:00 p.m. at Pacific Place Conference Center, Level 5, One Pacific Place, Queensway, Hong Kong.

The fee for the workshop is HK\$3,700 which includes tuition, lunches, refreshments and all workshop materials.

For more information, please contact Ms. Jane Tong at 609-7800.

For press enquiries, please contact Mrs. Shirley Kwok of the Chinese University's Information Office at 609-7294.