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### **ACOM's Summer Conference Targets Valuing Customers and Green Meetings**

*June 7-9 Meeting in Las Vegas Attended by Near Record Number of Service Professionals*

**PRINCETON JUNCTION, NJ – June 26, 2007** – With an energized outlook for 2007, industry professionals from Convention and Visitors Bureaus (CVB), Convention Centers and hotels gathered in Las Vegas, Nevada for the Association for Convention Operations Management (ACOM) Summer Education Conference from June 7-9, 2007 at the Westin Casuarina.

The Summer Education Conference featured a keynote speech by Judi Moreo of Turning Point International on “Delivering Unbeatable Customer Service.” According to Moreo, organizations can take a multifaceted approach to satisfying their customers, leading to customer retention and loyalty. ACOM members learned ways to improve their strategy to capitalize on their services as a competitive advantage.

ACOM continued its dedication to promoting the use of green meeting practices in several simple ways. The association used no printed promotional and registration materials – all information was distributed electronically to attendees. In addition, ACOM also reduced the amount of mass-produced speaker presentation materials (all available online), and any handouts at the conference were compiled into folders made from recycled materials. Pitchers of water were made available to attendees during breaks in place of bottles of water to cut down on the use of plastics.

“ACOM members truly are energized about the topics dealt with at this year’s Summer Conference,” said ACOM President, Norman Ford. “Las Vegas is a city full of life and was the perfect setting for our attendees to learn about the newest trends and practices in the industry.”

From a discussion on new trends in food and beverage to a roundtable on the CMP process, ACOM offered comprehensive educational sessions tailored specifically to the needs of its members. The conference also offered guidance on the best practices for collaborating with meeting planner clients with such sessions as “Partnering with Planners for Greener Meetings,” “Site Inspections from a Planner's Perspective,” and “Everything You Wanted to Know About Meeting Planners but Were Too Afraid to Ask.”

ACOM will celebrate its 20<sup>th</sup> Anniversary at the ACOM Annual Conference in January 2008. For more information about ACOM and its conferences, contact Lynn McCullough at (609) 799-3712 or email [LMccullough@acomonline.org](mailto:LMccullough@acomonline.org).

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#### **About ACOM**

The Association for Convention Operations Management (ACOM) was founded and incorporated as a not-for-profit organization in 1988 by William H. Just, CAE, CMP and is dedicated to advancing the practice of convention services management in the meetings industry, and to preparing Convention Service Management professionals for their critical role in the growth and success of their organizations. ACOM members hold many positions in convention and visitor bureaus, convention centers, conference centers, hotels and resorts including: convention service managers, housing managers, operations managers, event service coordinators, directors of convention/trade shows, catering managers and directors, facility managers, attraction/entertainment facilities, audio visual companies and decorator management companies. For more information, please visit [www.acomonline.org](http://www.acomonline.org).