



ACOM “BETS ON SERVICE” AT ITS 2009 SUMMER EDUCATION CONFERENCE IN LAS VEGAS JUNE 14-16

Association Shows Support for City Facing Tough Economic Troubles

Princeton Junction, NJ – May 7, 2009 – The Association for Convention Operations Management (ACOM), an organization dedicated to advancing the practice of convention services management in the meetings industry, will hold its Summer Education Conference June 14-16, 2009 at the Westin Casuarina in Las Vegas, Nevada.

The conference offers attendees a variety of workshops and panel discussions to help overcome everyday challenges and effectively serve their clients despite the current business climate. The session titled “The Economic Impact and Things We Can Do,” offers attendees the opportunity to gauge how the economic crisis is affecting the industry and how they can work together to develop solutions to help themselves and their clients. ACOM is concerned with the crisis as nearly 200,000 travel-related jobs were lost in 2008, and another 247,000 jobs are predicted to be lost in 2009 according to the Department of Labor.

“ACOM members across the board—CVB’s, hotels and convention centers—have all been affected by the downturn in the global economy,” said Lyan Tassler, President of ACOM. “Now, more than ever, the continuing education and networking opportunities at the Summer Conference provide our colleagues paths to discussion on how to weather these conditions, as well as sharpen their skills and acquire new tools and knowledge to be more competitive in today’s market.”

“Learn from the Planners – an interactive Panel Discussion,” will enable attendees to learn directly from meeting planners on how CSMs can be better partners in the overall event process. Other educational topics to be discussed include managing your budget and employees, using social media sites, handling client requests effectively, green meetings, as well as much more.

Attendees will also have the opportunity to experience the beautiful sights and sounds of Las Vegas through several excursions. Guests can network with industry professionals while sampling food by Chef Kim Canteenwalla at Society - Encore at the Wynn Las Vegas. Attendees can also participate in The Fountains of Bellagio Tour where they will experience a spectacular water show filled with music and lights set against the breathtaking Las Vegas sky.

For more information on ACOM and its conferences, contact Lynn McCullough at (609) 799-3712 or email LMccullough@acomonline.org.

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About the Association for Convention Operations Management (ACOM)

For over 20 years, the Association for Convention Operations Management (ACOM) has been 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, visit www.acomonline.org.