



## **ACOM Annual Conference hits the jackpot with convention services**

November 10, 2010

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 23rd Annual Conference January 7-9, 2011 at the Westin Casuarina in Las Vegas, Nev.

Cindy Novotny, managing partner of Master Connection Associates, will help attendees re-engage with their customers during her keynote presentation on January 7. Novotny will motivate and inspire Convention Service Managers (CSM) looking to raise the bar on their ability to impact business. Attendees will learn how to align the role of convention services with the sales force, achieve greater success through solid strategies and customer relationships, foster a partnering environment with sales and customers and develop future business.

"Building and maintaining relationships with our clients is an extremely important part of our role as convention services managers," said Marilyn Healey, president of ACOM. "Novotny brings a great deal of industry knowledge and expertise to this year's Conference, providing attendees with the know-how and insight needed to turn up the volume of service in their respective areas."

In addition to dynamic speakers, attendees will also have the opportunity to participate in a variety of educational sessions and workshops during the conference. On January 8, industry leader, Joan Eisenstodt at Eisenstodt Associates LLC, will educate attendees on the process of reverse mentoring. During her session, attendees will identify organizational mentoring needs and possibilities, develop an appreciation for broad diversity in utilizing mentoring and construct first steps for an organizational and personal reverse mentoring plan.

Attendees will also hear from past CSM of the Year Award winners as they discuss how to provide exemplary service to their meeting planner clients. Meeting planners will share their insights on what they need from CSMs in order to help produce a successful event. Again this year, ACOM will feature three tracks dedicated to CSMs from hotels, convention centers and convention and visitors bureaus.

The CSM of the Year Awards, hosted in partnership with Successful Meetings magazine, will be announced at the conference at the Saturday luncheon on January 8. Also during the luncheon, ACOM will welcome the student recipient of the Donald S. Freeman Jr. ACOM Conference Scholarship, as well as the deserving ACOM member who will receive the second annual William H. Just CAE, CMP Memorial Award.

ACOM is proud to have the following sponsors of the event: Atlantic City Convention and Visitors Authority, Orchid Event Solutions and Freeman.

[http://www.exhibitcitynews.com/index.php?option=com\\_content&view=article&id=1647:acom-annual-conference-hits-the-jackpot-with-convention-services&catid=71:associations&Itemid=138](http://www.exhibitcitynews.com/index.php?option=com_content&view=article&id=1647:acom-annual-conference-hits-the-jackpot-with-convention-services&catid=71:associations&Itemid=138)