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ACOM Adapts to Changing Industry with New Annual Conference Features

Dallas, Texas to Host Annual Gathering of Convention Services Professionals

PRINCETON JUNCTION, NJ – October 13, 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 22nd Annual Conference January 8-10, 2010 at the Westin City Center in Dallas, Texas. The event will host convention services professionals from across the nation who will gather to discuss tools and techniques to help them effectively service their meeting planner clients.

As many convention services managers (CSMs) face budget cutbacks and other effects of the economic recession, the general session “Signs of the Times Part I: Sharing Strategies,” will enable attendees to learn how they can maintain good service despite industry changes, including incorporating new trends such as the use of social media. Attendees can also hear from meeting planners on how CSMs can help them effectively execute successful meetings and overcome challenges in the session “Signs of the Times Part II: Meeting Planner Perspective.” Also, new this year, the Conference will feature junior and senior level tracks that will help attendees learn from their peers and address topics specific to each level’s needs. Three tracks dedicated to CSMs from hotels, convention centers and convention and visitors bureaus (CVBs) will be featured again this year.

“This year’s Conference program is filled with sessions and workshops as well as thought-provoking speakers that will help attendees learn how to further showcase the

value CSMs bring to the industry and their importance to the quality of meetings as we continue to experience difficult times due to the current recession,” said Lyan Tassler, President of ACOM.

World-class guitarist and stand-up comedian, Mike Rayburn, will deliver the keynote address on Friday, January 8th. In his speech titled, “What If...and Why Not?” Mike will teach attendees three powerful tools they can use to reach their full potential, to look at old things in a new way and to leap beyond their perceived limitations. On Sunday, January 10th, Izzy Gessell from Izzy G & Company will teach attendees how to take a tactical approach during the event planning process when faced with both generational differences and cultural diversity in his session titled “Generational & Cultural Partnerships.”

The CSM of the Year Awards will be announced at the Conference at the Saturday luncheon on January 9th. The Awards are hosted in partnership with *Successful Meetings* magazine. Also during the luncheon, ACOM will meet the student recipient of the Donald S. Freeman Jr. ACOM Conference Scholarship as well as the deserving ACOM member who will receive the first annual William H. Just CAE, CMP Memorial Award.

ACOM is proud to have the following sponsors for the event: Dallas CVB, Orchid Event Solutions, Atlantic City Convention and Visitors Authority and Automated Event Staff Scheduling (Aesop).

For more information about the Annual Conference, visit www.acomonline.org or contact Lynn McCullough at (609) 799-3712.

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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 on ACOM, visit www.acomonline.org