



ACOM's 2010 Meeting to Focus on Economy

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In January 2010, the Association for Convention Operations Management (ACOM) will hold its 22nd Annual Conference in Dallas, where it plans to offer educational content focused on overcoming budget cutbacks and other challenges facing convention services managers as a result of the economic downturn.

Taking place Jan. 8-10, 2010, the ACOM annual meeting will feature a two-part general session designed around "signs of the times." Part one, "Signs of the Times Part I: Sharing Strategies," will feature tips for CSMs who want to take advantage of new trends, such as social media, to maintain good customer service in spite of current meetings industry challenges. Part two, meanwhile, "Signs of the Times Part II: Meeting Planner Perspective," will feature meeting planners, who'll share their ideas for how CSMs can best help them cope with the recession.

"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," ACOM President Lyan Tassler said in a statement.

New at this year's ACOM meeting—which always offers three tracks, for CSMs working for hotels, convention centers and CVBs—are two new junior- and senior-level educational tracks designed to help meeting attendees learn from their peers and address topics specific to their interests and needs.

Other highlights of the meeting, according to ACOM:

- A keynote address featuring guitarist and stand-up comedian Mike Rayburn
- A special "Generational & Cultural Partnerships" session that will teach attendees to consider generational and cultural differences during the event planning process
- The CSM of the Year Awards luncheon, hosted in partnership with Successful Meetings magazine

For more information about the ACOM Annual Conference, or to register, visit www.acomonline.org.

http://www.successmtgs.com/mimegasite/news/article_display.jsp?vnu_content_id=1004022715