



smile  
CONFERENCE • 2007

Thursday May 24th, 2007, The Guinness Storehouse, Dublin.

# What Do You Do When Someone Smiles At You?

Smile 2007 is a unique one-day conference workout offering you the inside track on critical sales & marketing issues in the hospitality sector.

We've taken onboard your feedback from last year's event and have invited a selection of Irish and international speakers who will offer even more practical insights and workable strategies through our signature mix of presentation and round-table exchange and planning sessions. We've also built in even more opportunities to network with other members of this dynamic community.

## Our line-up for Smile 2007 includes:

### Chair

Helen Marks, Head of Brand & Marketing Communications, Vodafone Ireland

### Speakers

Ushma Agrawal, eCommerce Marketing Manager, Marriott International

Ciaran Lally, Managing Director, Ebookers UK & Ireland

Sarah Owen, Managing Director, Referral Institute, UK

Michael O'Rourke, Partner, Genesis

Nicholas Logue, General Manager, Fitzpatrick's Hotel Killiney

Hilary Finlay, Chief Executive, Ireland's Blue Book

David Burdon, Marketing Director, Simply Clicks UK

### Plus

**Inside Track** - A round-table exchange to help translate what you've just heard into action

**Front Line Promotion** - Making the most of every guest interaction with **Jikijela**

**Pulse Rate** - State of the industry insights & imperatives from **The Tourism Research Centre**

**Search Marketing Clinic** - With on-the-spot expertise from **Interactive Return**

## SMILE RIGHT BACK!

Conference Fee: €295 per person (which includes conference pass, delegate pack & event downloads, workshops, network reception, lunch & refreshments)

With spaces limited to ensure that you get the most out of the exchange and planning sessions, we recommend you book early for Smile 2007 by registering online at [www.smileconference.com](http://www.smileconference.com) or calling +353 1 495 3330 for more details.

For weekly updates & news, read our Smile Conference Blog at [www.smileconference.blogspot.com](http://www.smileconference.blogspot.com)

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# Application Form

## Registration

All registration forms and payments must be completed to receive your admission pass. Passes can be collected at the Registration Desk on the day of the conference.

### Please note:

We're confident that you'll be Smiling at the end of the Conference. All details are correct at time of print – if we do need to make any changes due to events beyond our control, we will continue to do our best to deliver you the best possible Smile experience.

## Partners

### Lost & Found



### Hospitality



### Research



### Graphic Design



### Brand Development



### Web Development



Title \_\_\_\_\_ First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Email \_\_\_\_\_ Company/Organisation \_\_\_\_\_ Position \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ Mobile \_\_\_\_\_

Correspondence Address \_\_\_\_\_

Country \_\_\_\_\_ Website \_\_\_\_\_

### What is the main activity of your organisation?

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Conference/Meeting Planners    | <input type="checkbox"/> Travel              | <input type="checkbox"/> Hotel                        |
| <input type="checkbox"/> Restaurant / banqueting        | <input type="checkbox"/> Guest House / B & B | <input type="checkbox"/> Trade Publication            |
| <input type="checkbox"/> Visitor Attraction/ Tourism    | <input type="checkbox"/> Recruitment         | <input type="checkbox"/> Leisure / Sports             |
| <input type="checkbox"/> Services to Hospitality sector | <input type="checkbox"/> Wellness / Spa      | <input type="checkbox"/> Education / Training         |
| <input type="checkbox"/> Trade Association              | <input type="checkbox"/> Research            | <input type="checkbox"/> Other (please specify) _____ |

### What is your area of responsibility?

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> General Management               | <input type="checkbox"/> Customer Service     | <input type="checkbox"/> Press/Media                  |
| <input type="checkbox"/> Administration                   | <input type="checkbox"/> Business Development | <input type="checkbox"/> Communications/PR            |
| <input type="checkbox"/> Sales                            | <input type="checkbox"/> Operations           | <input type="checkbox"/> Marketing                    |
| <input type="checkbox"/> Meetings/ conference/ convention | <input type="checkbox"/> Research & Planning  | <input type="checkbox"/> Event Management             |
| <input type="checkbox"/> Facilities                       | <input type="checkbox"/> Finance              | <input type="checkbox"/> Other (please specify) _____ |

### What is the main purpose of your attendance?

- |   |                                     |                               |
|---|-------------------------------------|-------------------------------|
| <input type="checkbox"/> Practical Learning | <input type="checkbox"/> Networking | <input type="checkbox"/> Both |
|---|-------------------------------------|-------------------------------|

### How did you hear about Smile 07?

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> E-mail directly from Smile | <input type="checkbox"/> Trade Associations     | <input type="checkbox"/> Direct mail                  |
| <input type="checkbox"/> Trade Publications         | <input type="checkbox"/> Word of mouth          | <input type="checkbox"/> Radio                        |
| <input type="checkbox"/> E-mail from third-party    | <input type="checkbox"/> Website link           | <input type="checkbox"/> Advertising                  |
| <input type="checkbox"/> Brochure/ flyer            | <input type="checkbox"/> Colleague / supervisor | <input type="checkbox"/> Other (please specify) _____ |

### What are your objectives and expectations for this conference?

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Hands-On Learning | <input type="checkbox"/> General Information Gathering | <input type="checkbox"/> Software Products / IT Services to Industry |
| <input type="checkbox"/> Networking        | <input type="checkbox"/> Snapshot of Sector            |  |

### Do you read any hospitality or travel related publications/magazines?

- Yes  No If yes, please say which ones \_\_\_\_\_

### Are you a member of any associations?

- Yes  No If yes, please say which ones \_\_\_\_\_

### Did you attend a previous Smile Conference?

- Yes, I'm an old hand!  No, this will be my first time!

If you would prefer not to receive any further marketing information from us, please check this box