

2014 ISHAE AWARDS OF EXCELLENCE APPLICATION

Entries must be for projects completed by **October 1, 2013 through September 30, 2014.**

Name Jennifer Church & Trisha Pugal Title Dir. Of Operations & President & CEO

Association WH&LA Email pugal@wisconsinlodging.org

City Brookfield State WI Zip 53005

Phone 262-782-2851 Fax 262/782-0550

Association Staff Size 6

Associations Annual Budget (not including AH&LA dues): Over \$500,000 Under \$500,000

Entry Category: Education and Workforce Development Events and Fundraising

Government Affairs Membership Member Programs

Public Relations Communications

Please respond to the following questions on a separate piece of paper.

1. Goals & Objectives of Program
2. Target Audience
3. Results of Program
4. Evaluation Measures
5. How was the program presented to the Target audience?
6. Addition information

ENTRIES MUST BE RECEIVED NO LATER THAN OCTOBER 3, 2014

The expanded marketing approach has taken place primarily via email, member blog posts and our weekly electronic newsletter.

A key component has been our Session Highlight emails which started going out 12 weeks ahead of our Conference dates and are sent every Tuesday. The emails highlight a specific Conference session and include:

- Paragraph description of what the session will cover.
- Speaker name, company and photo.
- Links to the online registration form and complete conference page of our website.
- Information on the session/Conference sponsor.
- Links to past Session Highlight emails.

This information is also summarized in a member blog post and our weekly *Wisconsin Lodging Insider*.

6. Any Additional Information:

Members have shared positive feedback regarding the campaigns with us. Sample marketing pieces are attached for your review.



WISCONSIN LODGING Conference & Trade Show

Learn. Connect. Refresh.

One Week Only!
Conference Registration Special
July 31 - August 6, 2014

Register by 5:00 p.m. on August 6 to earn the lowest prices we will offer for the Wisconsin Lodging Conference!



Full Conference Package (with Sunday Reception) - Only \$229

Monday/Tuesday Conference Package - Only \$199

[REGISTER NOW!](#)

Conference Details

Dates: November 2-4, 2014

Location: Chula Vista Resort, Wisconsin Dells

General Session Topics Include:

- Revenue Management
- Customer Attachment
- Crisis Preparedness
- Search Marketing
- Industry Leaders Panel
- Data Security
- Digital Marketing
- Affordable Care Act
- State Tourism Update

Sunday Evening - Opening Reception

Don't miss out on meeting other Conference attendees at our casual Sunday evening reception held at the Chula Vista Resort. Enjoy snacks, an optional scavenger hunt, and camaraderie before the Conference! Simply select the package that includes the Sunday reception when you register.

Monday Evening - Casual Dinner

Join us Monday evening for a casual dinner and night that you won't want to miss! There will be prizes and our popular reverse bingo! Both package options include this event!

New this Year

This year there will be light food available for registrants early on the morning of Monday, November 3rd. For those who prefer a larger breakfast on their own prior, there are options available for you at the Chula Vista Resort.

Reminder

The WH&LA Annual Meeting will begin at 8:00 a.m. on Monday and the first Conference session will start at 9:00 a.m.

Accommodations

A block of rooms is reserved at the Chula Vista Resort for Conference registrants for the nights of Sunday, November 2 and Monday, November 3. Special room rates of \$99 have been secured for conference registrants for these nights. There are also various suites available at discounted rates in the room block. Rooms can be reserved by calling the Chula Vista Resort at 877-255-6846 by Monday, October 13, 2014. Please refer to **Booking ID #C89201** when making your reservation to receive the special rates.

Conference Policies & Satisfaction Guarantee

Conference registrations are transferable if you notify the WH&LA by October 28, 2014. Should you choose to cancel your registration prior to October 13, 2014, all but a \$15 processing fee will be refunded to you. Cancellations received October 13 - 20, 2014, will be refunded at 80%. No refunds will be given after October 20, 2014, or for amounts less than \$20.

Satisfaction Guarantee: If you are not completely satisfied with the Wisconsin Lodging Conference, write to us and explain in detail why you were not satisfied. You will be eligible for a full refund (less actual meal costs) on full Conference registrations only.

This one-time promotion is available online only and requires payment by credit card at the time of processing.

Offer expires **August 6th at 5:00 pm**, with no exceptions.

[Register](#) today and save!

Conference Presenting Sponsor



The Highest Standards | The Most Trusted Transactions

Wisconsin Hotel & Lodging Association
Phone: 262-782-2851 * Website: www.WisconsinLodging.org



Lodging Conference Session Highlight #1



Over the coming weeks, WH&LA will feature information on each educational session to be held at the Wisconsin Lodging Conference. The highlight series will give you a glimpse into the sessions, introduce the speakers, and provide a link to register to take advantage of the abundance of lodging information planned.

The Last Lodging Frontier



As hospitality business leaders today, we are faced with very few options. Increased competition and regulations, cost reductions, lack of talent and narrowed margins... what's left? How can you thrive in today's ever changing and demanding marketplace while setting your property/company apart from the competition? This high energy, interactive presentation focuses on the revolutionary, breakthrough methodology of Customer Attachment. Learn how to design your experience...keeping your customer and employee relationships captivated, hooked and emotionally connected.

The presentation will provide an understanding of customer perceptions and how they are created, the differences between satisfaction and attachment, the tools associated with the Attachment/Experience Based Design methodology, recent case studies from industry leaders with associated metrics, approaches for implementation within your culture and leading edge thinking for sustaining the outcomes of a designed experience.

Speaker: Steve Tyink

[Register for the Conference Here](#)

Session Sponsored by:



2014 Wisconsin Lodging Conference

Dates: November 2 - 4

Location: Chula Vista Resort, Wisconsin Dells

Information: For additional information visit our Conference website [here](#).

Register: Register online [here](#) or download the registration form [here](#).

Presenting Sponsor
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Wisconsin Hotel & Lodging Association
1025 S. Moorland Road, Suite 200
Brookfield, WI 53005
262-782-2851



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Lodging Conference Session Highlight #7



Straight Talk on the Industry

This session is always a favorite of our attendees, as the issues impacting the lodging industry are always changing and evolving. Join us, so you can hear first-hand from an expert panel about the latest issues facing the lodging industry and how they will impact you as business owners and managers.

The panelists own and operate all types of Wisconsin properties: smaller independents to large franchised properties, limited to full-service properties, and from various market segments (major metro, resort communities, and the northwoods). Everyone can benefit from the important insight provided at this session!

Panelists:



Jonathan Bogatay
North Central Group



Robert Habeeb
First Hospitality Group



Craig Nedderson
IDM Hospitality Management



Kari Zambon
Holiday Acres Resort

[Register for the Conference Here](#)

[Session Recaps](#)

To review information on a session we have already highlighted, simply click the session title below.

[The Last Lodging Frontier](#)

[Is Your Property Prepared?](#)

[Top Trends in Digital Marketing](#)

[The Affordable Care Act: What Lodging Properties Need to Know](#)

[Data Security: What You Need to Know](#)

[Best Practices in Search Marketing: How to Drive Traffic & Revenue](#)

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