

Register Today!

Thursday, February 12, 2004
Holiday Inn, Costa Mesa, CA



CALIFORNIA LODGING INDUSTRY ASSOCIATION

From Hotels to HTMLs

An Internet Marketing Seminar for the Lodging Industry

The internet is without doubt the most incredible, effective marketing communication tool for the lodging industry... if you know how to let it work for you. Having a hotel website that is not easily found on the Web is like having a fast car with no wheels. In this seminar, hotel owners/managers/staff will receive step-by-step instruction on internet marketing, which will provide an in-depth understanding of what hotel operators need to know to develop a strong and productive Web presence. Proven strategies and case studies will be discussed to help you excel with your website.

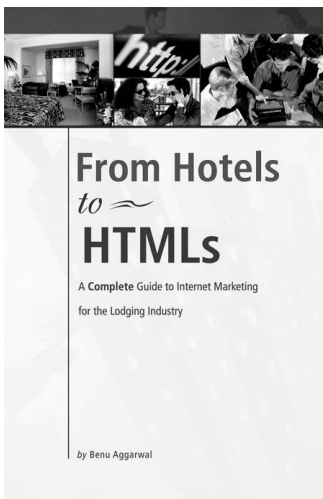
Benu Aggarwal is founder and president of Milestone Internet Marketing, a full-service communications firm specializing in website development and internet marketing strategies for the lodging industry. Benu holds a Search Engine Optimization (SEO) Certification and has been associated with the search engine industry for several years.

This seminar will be February 12, 2004, from 9:00 am to 11:30 am, at the Holiday Inn in Costa Mesa, California. (3131 South Bristol Street, Costa Mesa, CA 92626) **The cost is \$45 for CLIA members** and \$60 for non-members. The registration price includes valuable educational materials and admission to CLIA's Regional Luncheon Forum.

"The 'Hotels to HTMLs' seminar was incredible. I learned so much about website optimization, and by the time the seminar was over I wanted to completely change my website and knew what was missing. The seminar was full of practical examples and was taught by someone who truly

understands both search engine optimization and hotel sales/marketing in and out. The workshop is an eye opener on how to sell and promote your hotel on the Web."

- JeanLuc Garon, GM, Radisson Hotel of Santa Maria



"The plethora of information you provided at your seminar From Hotels to HTMLs was simple to digest even for a novice like myself. The knowledge I acquired was of such cutting-edge expertise that I felt as though I had been let in on a marvelous secret of internet marketing!"

- Cara Simkins, Sales & Catering, El Encanto Hotel & Garden Villas

I would like to attend the: (Copy and use a separate form for each person attending) Internet Marketing Seminar and Luncheon:

_____ \$45 CLIA Member _____ \$60 non-member

Name: _____

Phone: _____

Property: _____

Address: _____

City: _____ State: _____ Zip: _____

Credit Card Number: _____

Exp: _____ Signature: _____