

HOTEL ASSOCIATION OF CANADA

CONFERENCE

FEB 29 + MARCH 1, 2016 Hilton Toronto Hotel

The HAC Conference provides best practices for hotel leadership at the property level.

Session Highlights

- ▶ The Long Road—Understanding The Path To Purchase
- ▶ A Director Of Sales, Marketing Manager And An Informed Customer Walk Into A Hotel Bar
- ▶ The Sharing Economy—Shaking Up Traditional Business Models
- ▶ What Makes A Hotel Profitable? 10 Operational Techniques For Success
- ▶ **KEYNOTE: Sir David Michels, Agent Of Change**



Formulate sales/marketing strategies to drive business over the next 12 months.

REGISTER NOW HACCONFERENCE.CA

CONFIRMED SPONSORS TO DATE



FOR SPONSORSHIP OPPORTUNITIES CONTACT VICKI WELSTEAD (416) 924-2002 x233 vickiwelstead@bigpictureconferences.ca