



**HSMAI University Presents  
A 3-Part Internet Marketing Webinar Series  
January 22, February 28, and March 11**

Returning again this year to HSMAI University, the enormously popular Internet marketing expert Gordon Liamentz, President, Revenue Performance, brings strategies and solutions to your Internet marketing challenges!

Some comments on his webinar series in 2007 included:

- Everything presented was valuable detail and pertinent to the subject.
- Outstanding, and enormously helpful.
- All fantastic information.
- Great! Thanks...it is much appreciated.

**Session 1, January 22: Optimizing Online Press Releases**

TIME: 2:00 P.M. EASTERN

Maximize your visibility with online press releases. Online press releases are similar to traditional press releases but incorporate modifications that will make the press release interactive. These modifications include hyperlinks to your website or landing page and email address that will appear in the search engine results. If you optimize it correctly, your online press release can appear in over 40 search engines within 24 hours of its release. Learn how online press releases can help build credibility and drive revenue.

**Session 2, February 28: Effective Email Campaigns**

TIME: 2:00 P.M. EASTERN

Explore the right steps to take in developing an effective email campaign. This is a "must see" webinar before creating an email campaign -- we will guide you through the steps to determine whom to communicate to, how often, email benchmark goals, how to develop a targeted email database, and more. By the end of this webinar you will have the best practices to increase your open rates, click through rates, reduce unsubscribes, and increase conversions.

**Session 3, March 11: Marketing to Groups Online**

TIME: 2:00 P.M. EASTERN

There are many opportunities to market to groups online. Online small-group travel booking remains an uncaptured market for hotels. This is an expanding revenue opportunity for niche market segments. Did you know that the SMERF (social, military, educational, religious, fraternal) segment is estimated to be in excess of \$45 billion annually? Learn how

to capture your fair share of this market segment. By the end of this webinar, you will have an action plan in place to increase your weekend or weekday group booking opportunities via the Internet.