

Hospitality Leaders of tomorrow meet with Industry Heads for Information Session Thursday, 26 June 2008

Marketing and sales leaders from some of the leading hotel chains and suppliers in Asia Pacific were brought together to meet with students of the Masters of Management in Hospitality (MMH) program last week.

The event which was brought together by the Cornell-Nanyang Institute of Hospitality Management and the Hospitality Sales and Marketing Association International (HSMAI) Asia Pacific chapter in Singapore was a great success.

Many participants commented that it was debatable as to who enjoyed the education session more – the industry heads or the students.

“I thoroughly enjoyed the day. It is certainly a stimulating balance of components to bring industry into the academic environment and to think of the future as the next generation was also present”, observed Graham Carder, Vice Present of Sales and Marketing - Asia Pacific Division for Hyatt International.

“This is a great opportunity for us to come together as a group of industry professionals to discuss issues with academics” commented Mark Fong, Vice Present of Marketing and Development - Asia Pacific for the Preferred Hotels Group.

“It was absolutely worth the visit” said Paul Southey, of TravelCLICK, who came from Australia to attend the event. He continued, “The opportunity to be in the room with likeminded leaders in the industry and openly discuss challenges and issues validates your decisions at work, or opens your mind to new aspects”.

Jeanette Ho, Vice-President of Marketing & Sales for Raffles International Limited added “We can be more focused in finding solutions to issues”.

The 2009 intake of MMH students at CNI observed a series of round table discussions and students were given several opportunities to network with the leaders, who included representatives from UOB Travel Planners, The Ascott Group, Banyan Tree Hotels and Resorts Rendezvous Hotels International, Movēnpick and Expedia.

The students were also given a chance to showcase their work through the roundtable sessions in order to exemplify the calibre of their education at CNI to industry heads.
To learn more about the MMH program visit www.cni.ntu.edu.sg.