

CORNELL NANYANG

INSTITUTE OF HOSPITALITY MANAGEMENT



Cornell University



MEDIA RELEASE

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SHERYL KIMES LEADS CNI's "THOUGHT LEADERS IN REVENUE MANAGEMENT ROUNDTABLE"

Singapore Tourism Board's Distinguished Professor in Asian Hospitality Management, Dr. Sheryl E. Kimes will lead an industry roundtable on Revenue Management organized by the Cornell-Nanyang Institute of Hospitality Management and sponsored by IDEaS Advantage.

21 May 2008 (CNI) – The Cornell-Nanyang Institute of Hospitality Management (CNI) will host the first 'Thought Leaders in Revenue Management Roundtable', sponsored by IDEaS Advantage. Dr. Sheryl E. Kimes, Singapore Tourism Board's first Distinguished Professor in Asian Hospitality Management will lead the session. An exclusive group of invited participants including senior executives from the IHG, Marriot, Raffles, Carlson, Millennium Hotels, Fairmont, Swissôtel, Minor Group, Revmax, SynXis, Revenue Management Solutions and Langham hotel groups, who represent a cross section of the Asian hospitality industry, will discuss issues concerning non-traditional revenue management and talent development. Two fundamental questions will be addressed: "How can hotels apply revenue management to other parts of the hotel such as function space, spas and restaurants" and "How can hotels best recruit, develop and retain top RM employees?"

Dr. Kimes, a professor of operations management at the Cornell Hotel School will be based at CNI for three months each year, over the next five years, said "I'm looking forward to the roundtable and the opportunity to meet many of the Revenue Management leaders in the Asian hospitality industry. I recently completed a survey on what Asian and North American hotel Revenue Management professionals see as the latest trends and issues within revenue management. Two key issues were identified: how to deal with HR issues in Revenue management and how to apply Revenue management practices to other departments within the hotel. We will cover both of these at the roundtable.'

IDEaS Advantage, offers premier enterprise revenue management and optimization technology solutions and is sponsoring the Roundtable. 'IDEaS is proud to be working with the Cornell-Nanyang Institute of Hospitality Management, bringing together the regional thought leaders in Revenue Management for the first time in Asia Pacific,' said Klaus Kohlmayr, Director of IDEaS Advantage. 'Cornell-Nanyang and IDEaS both have a long history of leadership and innovation in the discipline of revenue management, making them ideal partners for this event.'

The program will commence with a welcome reception on the evening of Tuesday, May 27th and then on

Wednesday, May 28th, participants will spend a day involved in intense and invigorating roundtable discussion sessions at the Cornell-Nanyang Institute of Hospitality Management campus.

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About Cornell-Nanyang Institute of Hospitality Management

The Cornell-Nanyang Institute of Hospitality Management offers Asia's first graduate hospitality management program. Enrolled students spend equal periods of time at Nanyang Technological University's campus in Singapore and at Cornell University's campus in Ithaca, New York. The collaboration unites Cornell's School of Hotel Administration, the world's leading hospitality management school, with NTU's Nanyang Business School, one of the leading business schools in Asia, in what is the first joint degree program for both institutions.

The program is aimed at cultivating Asia-centric leadership and bringing world-class standards to the fast-growing Asian hospitality industry. The program is accredited by the International Association for Management Education (formerly the American Assembly of Collegiate Schools of Business) and by EQUIS, the accreditation body of the European Foundation for Management Development. The Cornell-NTU collaboration is supported by the Singapore Tourism Board and the Economic Development Board, with International Hotel Management School Pte Ltd playing a lead industry role.

For more information, visit www.cni.ntu.edu.sg

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