

MEDIA RELEASE
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CORNELL-NANYANG INSTITUTE CONDUCTS HOSPITALITY STRATEGIC MARKETING
SEMINAR
AT THE PHUKET INTERNATIONAL HOSPITALITY SHOW 2009

SINGAPORE - The Cornell-Nanyang Institute of Hospitality Management (CNI) will be exhibiting at the upcoming 'The Phuket International Hospitality Show 2009' in Phuket, Thailand from 24th to 26th September 2009. Members of the public who are interested in hospitality education programs should visit the CNI booth to talk to representatives about CNI's executive education and Master of Management in Hospitality programs.

Those interested in hospitality sales and marketing are encouraged to register for a seminar conducted by CNI on Friday, 25th September 2009.

The seminar, focused on strategic hospitality marketing is titled, "Cultivating Brand Equity for Competitive Advantage - Lessons for Hospitality Firms". Professor Gerard D. Gonzales, one of the CNI faculty members, will conduct the seminar from 3pm to 5pm.

The seminar will draw on both research and real-life cases to emphasize the importance of building strong brands. Research shows that strong brands outperform the market on most financial ratios and with less risk: Strong brands constitute as much as 37% of a company's market capitalization. The seminar will also provide practical strategies on how hospitality firms can gain competitive advantage by cultivating brand equity, avoiding branding pitfalls and stretching the brand.

To register for the seminar, visit <http://www.phukethospitalityshow.com/register-visitor.html>. For more details about the exhibition, visit <http://www.phukethospitalityshow.com/>.

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About Cornell-Nanyang Institute of Hospitality Management
The [Cornell-Nanyang Institute of Hospitality Management](#) (CNI) is jointly operated and governed by Cornell University's School of Hotel Administration and Nanyang Technological University's Business School. Located in Singapore, CNI is strategically positioned to develop leaders, managers and entrepreneurs for the Asian hospitality and tourism industry. CNI offers three [hospitality education programs](#) designed to alleviate the severe shortage of qualified talent that is currently plaguing the hospitality industry in Asia and the Middle East.

Equivalent to an MBA, the one year [Master of Management in Hospitality](#) (MMH) program prepares

students to be theory-based, action-oriented leaders of executive management teams and entrepreneurial ventures in the hospitality and service industry. CNI MMH students spend six months at Cornell University in Ithaca, New York and six months at the Nanyang Technological University in Singapore, thus taking advantage of educational and networking opportunities in both Asia and North America in a single year.

The [Professional Development Program](#) (PDP) offers three-day courses that cover different aspects of [hotel management](#). PDP teaches cutting-edge management techniques, presented by internationally recognized faculty members and industry leaders. Participants can earn Cornell certifications in Financial Management, Food, Beverage, and Restaurant Management, General and Strategic Management, Human-Resource Management, Marketing, Operations Management and Property-Asset Management and Real Estate. CNI has hosted over 1000 PDP participants from nearly 40 countries in the last three years. The July 2009 PDP will be held from July 23rd to August 5th, 2009 in Singapore.

The [General Managers Program](#) (GMP) is designed for hotel general managers of full service hotels and their immediate successors. Participants in this ten-day program concentrate on strategic [hospitality management](#) issues, work collaboratively to expand the foundation of their knowledge, and produce new solutions to the challenges they face. The GMP 2009 in Singapore will be offered from July 20th to 30th, 2009.

Please visit the [Cornell-Nanyang Institute of Hospitality Management](#) website www.cni.ntu.edu.sg for more information.