

Friday, 9/25/2009



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Cornell-Nanyang conducts Phuket seminar

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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 program 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/>.

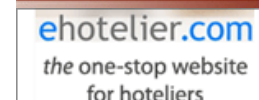
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