



(Note: This release should be printed on your HSMIAI Chapter letterhead. All copy that is underlined is what should be changed to reflect the particular event and your chapter information.)

Media Contact: Name
 Phone
 E-mail

MEDIA ALERT – EVENT LISTING

HEADLINE

WHAT: What is taking place?

WHEN: Month, Day, Year,
 Time

WHY: More details and the purpose/benefit

WHERE: Location

INFO/RES: For more information and to register to attend, call _____.

HSMIAI is an organization of sales and marketing professionals representing all segments of the hospitality and travel industry. With a strong focus on education, HSMIAI has become the industry champion in identifying and communicating trends in the hospitality industry, while operating as a leading voice for both hospitality and sales and marketing management disciplines. Founded in 1927, HSMIAI is an individual membership organization comprised of nearly 7,000 members from 35 countries and 60 chapters worldwide.

Information about your chapter.

For more information on HSMIAI Chapter _____ call _____; fax _____; or e-mail _____.

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