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**PUERTO RICO CONVENTION BUREAU LAUNCHES “STRATEGIES FOR SUCCESS,”
A SERIES OF EDUCATIONAL SEMINARS FOR TOURISM INDUSTRY PROFESSIONALS**

SAN JUAN, August 15, 2007 – During a week of activities highlighting the local tourism industry’s Destination Team approach to marketing and selling Puerto Rico as a tourism destination, The Puerto Rico Convention Bureau officially launched its *“Strategies for Success”* program. This new initiative consists of a series of educational seminars aimed at helping local tourism industry professionals achieve their goals in selling Puerto Rico to potential clients from a group’s perspective.



Pictured from left to right: Kathy Eby; Michelle Joseph; Ana Maria Viscasillas, president & CEO of the PRCB; Cindy Novotny; Pat Castillo; y, Ramón Sánchez, executive vice president & COO of the PRCB.

The first seminar in the series took place on Friday, August 10th at the Condado Plaza Hotel. Entitled, *“Selling Puerto Rico as a Team,”* the seminar was led by Cindy Novotny, founder, Master Connection Associates. An international leader in sales, management and customer service, during the seminar, Novotny hosted a “community session,” where participants learned the key to success for powerhouse sales professionals and their leaders. Incorporating specific examples of how to sell Puerto Rico as a meetings and tourism destination, Novotny demonstrated how sales professionals can accomplish more in less time, utilize a proactive selling style, stay motivated and motivate others, gain

feedback for future success, as well as other strategies of successful sales leaders. During the seminar, participants also learned about the latest trends in the business and travel industry and how it relates to Puerto Rico’s tourism product.

“Selling and servicing Puerto Rico requires the dedication of a competitive team that distinguishes themselves from the rest,” stated Ana María Viscasillas, president and CEO, Puerto Rico Convention Bureau. “Competition is fierce now a day and in order to succeed in this intense climate of pushing ourselves harder, we must act quickly.”

The Bureau’s *“Strategies for Success”* was initiated as a result of a highly-successful seminar recently hosted entitled, *“Meet the Meetings Makers,”* in which member-suppliers learned directly from planners about what they feel makes Puerto Rico a great meetings destination, as well as where the challenges lie in securing group business. Additional seminars are currently in development by the Bureau, with each seminar taking a practical and informative approach to selling Puerto Rico as a tourism destination.

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“With more than 125 member-suppliers attending our first *‘Selling Puerto Rico as a Team’* session, there is obviously eager demand to learn more about succeeding in this highly-competitive marketplace,” continued Viscasillas. “Future seminars will continue to tap into the expertise of the industry’s top leaders to provide practical and useful information that our members can incorporate into their selling strategies.”

For more information about the *“Strategies for Success”* series, along with details on upcoming seminars, contact the Puerto Rico Convention Bureau at 787-725-2110.

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Editor’s Note:

The Puerto Rico Convention Bureau (PRCB) is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico’s competitive position in the Americas and abroad by increasing awareness of the Island’s outstanding meeting facilities and services, and produces approximately \$125 million to the local economy. The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) opened November 2005. For more information on the new Convention Center visit www.prconvention.com. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest standards of service in the meetings and convention industry. For more information, visit www.bestcities.net. The Puerto Rico Convention Bureau has also earned accreditation from the Destination Marketing Association International as an elite destination marketing organization. DMAI is the world’s largest association of CVBs,

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representing more than 600 destination management organizations in more than 25 countries. The Bureau can be reached electronically through the Internet at info@prcb.org or at its website www.meetpuertorico.com.



Sales and Marketing Agent for the new
Puerto Rico Convention Center

