



**INSTITUTE OF HOSPITALITY  
LONDON BRANCH**

**‘SPECIAL PRESENTATION’  
‘FOR ALL LONDON HOTEL, REVENUE & FRONT OF HOUSE  
MANAGERS, OWNERS & DIRECTORS WHO TAKE  
REVENUE OPTIMISATION SERIOUSLY’**

**THURSDAY 18<sup>th</sup> MARCH 2010**

**6.00 for 6.30 pm**

**THE RUBENS AT THE PALACE HOTEL,  
39 Buckingham Palace Road, SW1  
‘Part of the Red Carnation Hotel Collection’**

**PRESENTATION ON  
‘2010 – A Year of Opportunity for Hotels’**

**CHERYL HAWKSWORTH, IDEaS**

‘Are you taking advantage of the latest advances in Revenue Management Technology in your organisation? Does your strategy allow key stakeholders to maximise opportunities? IDEaS are celebrating 20 years of being at the forefront of Revenue Management Solutions & Services within the Hospitality Industry and will share their top tips on managing through these changing times’



<b>6.00 – 6.30 pm</b>	<b>Arrival &amp; Registration</b>
<b>6.30 pm</b>	<b>Welcome from Eamonn Cole FIH, Chairman IOH London Branch</b>
<b>6.40 pm</b>	<b>Presentation by Cheryl Hawksworth, IdeAS - Followed by Q&amp;A</b>
<b>7.45 pm</b>	<b>Concluding remarks &amp; note of thanks - Eamonn Cole</b>
<b>8.00 pm – 9.00 pm</b>	<b>Networking, wine &amp; canapes</b>

This event is **free**, but do please register by e-mailing Roberto Simeone, Branch Secretary on [r.simeone@talk21.com](mailto:r.simeone@talk21.com)

For further information: **Eamonn Cole**, Chairman IOH London Branch [colee@vsc.co.uk](mailto:colee@vsc.co.uk) T: 0207 616 8306

**Location map: The Rubens Hotel - [http://www.rubenshotel.com/dynamic/downloads/document/rubens\\_map.pdf](http://www.rubenshotel.com/dynamic/downloads/document/rubens_map.pdf)**

The London Branch of the Institute of Hospitality are most grateful to **‘Red Carnation Hotels’** for their support in hosting this event <http://www.redcarnationhotels.com/>