




# Hospitality Exchange

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## Hospitality Exchange 2017

Hospitality Exchange is the conference and exhibition for everyone in the hospitality industry. Organised by the Northern Ireland Hotels Federation, it takes place on **17th and 18th October** in the **Crowne Plaza Hotel, Belfast**. With a sell-out exhibition and a topical programme, it's the not-to-be-missed event for anyone in Tourism and Hospitality.

### Sales Masterclass

**Tuesday, 17th October – 14.00 pm**

Join us for a Sales Masterclass with award winning speaker Damian McAlonan who will explain why selling is everyone's responsibility in this interactive and engaging workshop.

He is the master of 'positioning' and will share the secrets behind 21st century sales, marketing and engagement so you can:

- Gain a significant competitive advantage.
- Attract more customers.
- Maximise your sales in every direction.
- Boost employee performance.

A session for all – not just sales people – it's everyone's responsibility!



*Damian McAlonan*

**Find out more and book online at**  
[www.hospitalityexchange.org.uk](http://www.hospitalityexchange.org.uk)

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