

Press Release

Hakins' VenYouTV Spotlights The Breakers

Your Destination for Meeting & Incentive Television

Wyckoff, NJ; November 8, 2010 www.VenYouTV.com

VenYouTV: The Breakers' episode has just been released!

Featuring this venerable and iconic one-of-a-kind beachfront destination, **VenYouTV** highlights the “spaces and faces” making this historic venue a modern-day meeting planner’s dream come true.

Hakins Meetings & Incentives' VenYouTV showcases *the people* who support corporate group travel success at quality venues. The online channel provides corporate meeting planners an up-close view of the *human face* of properties and convention & visitor bureaus—with insight into the authentic personality of distinguished venues—many of which Hakins has partnered with in the past.

VenYouTV is a unique offering allowing corporate planners, with their program needs in mind, to begin evaluating hoteliers and destinations prior to conducting formal RFP’s and site visits. Initiating, and further helping to facilitate, the “virtual” relationship (that will eventually become *real*) with the aid of new media, Hakins brings the original goal of the venue search process back to its’ roots —working with people you know, trust, and enjoy.

As the economy-at-large, and the hospitality industry in particular, slowly get back on track, corporate group travel dollars will be spent wisely—at the appropriate time, to achieve a more refined goal, and with greater oversight. Hoteliers know, in this environment, *client service* delivered exceptionally and by the *right team*, will be an ever-more-important distinguishing characteristic in planners’ venue searches. Hakins’ **VenYouTV** is focused on maximizing exposure of that unique selling point. Hakins emphasizes, and always has, the importance of working with the *right people* and the *right technology* to streamline logistics, contain costs, and give corporate planners newfound band-width to focus on the WHAT of their meeting, rather than the HOW.

Since 1990, Hakins Meetings & Incentives (www.Hakins.com) has supported the meeting and incentive programs of America’s most progressive corporations. With full-service meeting and incentive planning—from site selection to attendee web registration, airline ticketing, and on-site program management through budget reconciliation—Hakins delivers results through:

- *Open Book Pricing and technology focused on cost containment*
- *Industry experience, relationships, and knowledge*
- *Culinary Institute of America Chef ensuring food & beverage value and quality*

For Immediate Release

