



# COLLABORATIVE HUB FOR HOSPITALITY

WINTER 2016-17

*an event series hosted by the*

## Master's in Hospitality Management Program

Washington, D.C., is home to the world's largest hotel management and development headquarters, travel and transportation groups, associations, and properties. Located at the center of all of these, Georgetown University's downtown campus operates as a gathering place for the diverse players of hospitality to network, collaborate, and facilitate the dialogue of innovation that will move the industry forward.

Whether you are a current student, prospective student, or industry professional, we invite you to join us for these exciting events.

### BRAND CUBA: DOES THE EXPERIENCE DELIVER?

TUESDAY, DECEMBER 6, 2016, 6:00 P.M.

How do you ensure your brand delivers on its promise? What if the brand is an entire country? Earlier this year, Cuba's doors started to open for American travelers and it quickly became one of the most sought-after exotic destinations. But, the island is already struggling to keep up with the adventurers who are flocking to its shores. Hotels are full, the entry process is complicated, Wi-Fi is practically non-existent, and some say Cuban food is better in Miami.

Join the conversation on this looming brand crisis, explore opportunities and envision fresh ideas to spice up the island destination and the Cuban brand before it cools off too quickly.

FEATURING:

**COLLIN LAVERTY**

Founder and President, Cuba Educational Travel

**MELISSA LENTZ**

USAToday and M. Hatter Consulting

**TRIPP MCLAUGHLIN**

Director, Brand Management, Tru by Hilton, Hilton Worldwide Adjunct Faculty, Integrated Marketing Communications, Georgetown University

**KRISTINA MESSNER**

Vice President, Public Relations, Focused Image

*Co-hosted by the master's in Integrated Marketing Communications program*

### THE LINE DC HOTEL: AN EXCLUSIVE SNEAK PREVIEW

THURSDAY, FEBRUARY 2, 2017, 6:30 P.M.

Join us for an insider's tour of The Line DC, a boutique hotel set to transform the Adams Morgan neighborhood when it launches in Spring 2017. This property is the latest addition to the portfolio of lead developer Brian Friedman, who will speak on the evolution of the historic venue into a local destination. In a lodging model where the restaurant is central in driving visibility, see how James Beard-winner Chef Spike Gjerde's new culinary concept will become a haven for locals and travelers alike. Gain an insider's perspective on the vision, challenges, and accomplishments of the project in an interactive tour of the hotel before it opens its doors to the public.

FEATURING:

**BRIAN FRIEDMAN**

Founder, Friedman Capital & Principal, Foxhall Partners Adjunct Faculty, Real Estate, Georgetown University

**SETH DUBNER**

Project Manager, Development, Sydell Group

**CRAWFORD SHERMAN**

Managing Director, The Line DC

*Co-hosted by the master's in Real Estate program*

*Note: This event will be held at The Line Hotel, 1780 Columbia Road, NW. Space is limited. RSVP required.*

LEARN MORE & RSVP AT

[scs.georgetown.edu/collaborativehub](http://scs.georgetown.edu/collaborativehub)

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