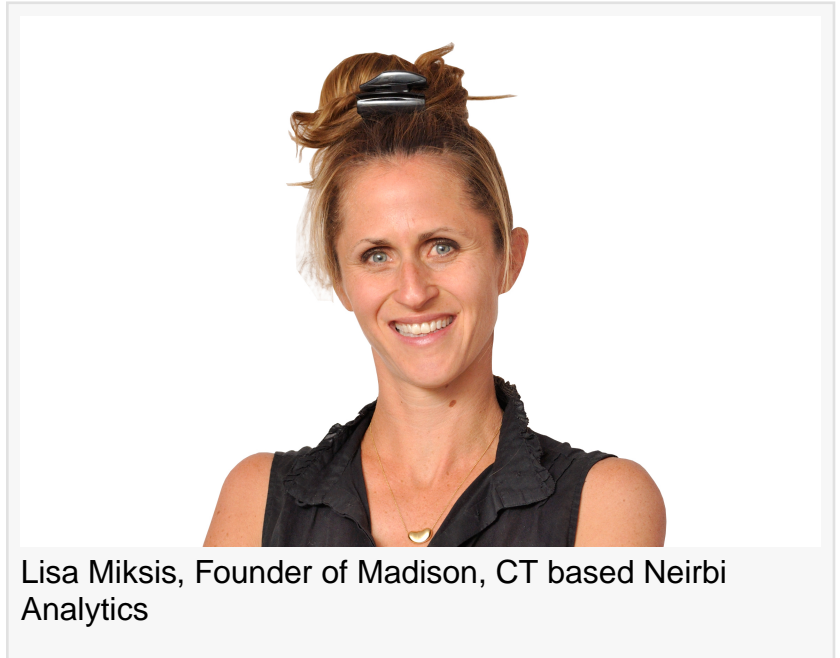


# Miksis to Present How to Use Big-Data to Power Sales and Marketing Strategies for Hotels

*Technology founder, Lisa Miksis has been selected to present on the topic of big-data at the 2017 Florida Governor's Conference on Tourism.*

MADISON, CT, USA, August 21, 2017 /EINPresswire.com/ -- Lisa Miksis, founder of [Neirbi Analytics](#) has been selected as a featured speaker at next week's [Florida Governor's Conference on Tourism](#) in Hollywood, Florida.

The Governor's Conference is one of the industry's premier events, with over 1,200 tourism leaders representing destination marketing organizations (DMOs), hotels, resorts, amusement parks, legislature, agencies and other suppliers.



Miksis will describe what big-data is, how the availability of accessible data has changed over the past few years, what types of data are useful to the industry and how to tap into this information. She will then provide attendees with detailed information on how the hospitality industry can leverage curated big-data to power actionable sales and marketing opportunities.

Miksis is a successful entrepreneur and former newspaper publisher with two decades of experience in sales, marketing and technology. She is one of the founders of Neirbi Analytics, which is based in Connecticut.

Neirbi delivers actionable sales and marketing opportunities each morning using a battery of algorithms that curate massive amounts of big-data. Unlike traditional reader board reports, Neirbi's intelligence provides information on future events and opportunities.

The firm recently released its [Standard Edition](#) product, which provides hotels access to custom marketing information that is curated by big-data for a low monthly fee and no contract. Learn more about Neirbi at [www.Neirbi.com](http://www.Neirbi.com)

About the Florida Governor's Conference on Tourism:

One of VISIT FLORIDA's signature events, the annual Florida Governor's Conference on Tourism, is being held this year at The Diplomat Beach Resort in Hollywood August 28-30, 2017. This premier educational conference for the Florida tourism industry attracts representatives from DMOs, hotels, resorts, amusement parks, advertising agencies and other suppliers to the tourism industry. GC17 gives attendees the opportunity to continue professional and personal development by featuring dozens of specialized speakers, with a conference structure designed to allow participants to remain

constantly engaged with their peers. The networking functions coupled with the educational opportunities make GC17 the perfect place for the state's No. 1 industry to do business.

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