

BLLA Connects Travel and Hospitality Industry Executives for 5th Annual Executive Women's Conference in Los Angeles

Conference to feature hospitality, travel & tourism executives for one-day event, March 8th at the SLS Beverly Hills Hotel

LOS ANGELES, CALIFORNIA, UNITED STATES, January 16, 2018

/EINPresswire.com/ -- Los Angeles, CA, January 16, 2018 – [BLLA](#) (Boutique & Lifestyle Lodging Association) is pleased to announce the fifth installment of the Executive Women's Conference, focusing on elevating the voice of women in an industry that benefits so much from their impassioned efforts. The event is taking place on March 8th which is International Women's Day. After the Golden Globe Awards Sunday night and the 'Times Up' message and action, this conference is perfectly positioned to bring together professional women who work in travel and hospitality.

International Women's Day campaign's, #BeBoldforChange as well as #PressforProgress are supported by the BLLA Women's Network. The strength of this global network of women are the force behind the shattered glass ceiling which is now old news.

Our agenda for the day will cover a range of topics pertinent to those who have experience navigating the travel and hospitality industries. BLLA Founder and CEO Frances Kiradjian will be joined by Edie Rodriguez, Americas Brand Chairman at Ponant Luxury Cruises, Caroline MacDonald, VP of Sales at Rosewood Hotels, Bonny Simi, President of JetBlue Technology Ventures, Joanne Smith, Executive Vice President and Chief Human Resources Officer for Delta Air Lines, Julienne Smith, Senior Vice President, Development & Owner Relations for Hyatt, and Meg Prendergast, Principal of The Gettys Group, to name just a few. These industry veterans, along with many others, will lead a series of thought-provoking panels, keynotes and interviews, sure to inspire forward motion in both the travel and hospitality sectors.

"We are committed to creating a forum to encourage discussion of issues pertaining to women in

TRAVEL INDUSTRY EXECUTIVE WOMEN'S CONFERENCE

2018 Conference in Los Angeles



Executive Women in Hospitality

tourism & hospitality,” noted BLLA Founder and CEO Frances Kiradjian. “Our Executive Women’s Conference continues to highlight and project the success of leading industry females of today and tomorrow.”

Since its founding in 2009, BLLA has hosted events aimed at educating and connecting independent hoteliers and the professionals who help them function. Powered by the association, the Travel Industry Executive Women’s Network ([TIEWN](#)) aims to do the same for executive level ladies in the travel, hospitality and tourism sectors.



Executive Women in Travel & Tourism

Since its genesis, BLLA has been witness to countless innovations and obstacles that have affected our ever-changing industry. Most recently, progress has been driven by exponential advances in technology, groundbreaking business partnership ventures, shifts away from conventional marketing methods, and the demand for continuity in people’s daily routines while away from home. Wholesome experiences that facilitate lifestyles will continue to be the foundation for success in 2018. All this and more to be examined over the course of our day at the SLS Hotel in Beverly Hills.

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Frances Kiradjian, CEO & Founder, BLLA

In addition to learning from the illustrious line up of panelists we’re curating for the day, attendees will have the chance to participate in networking sessions, working breaks and lunches as well as a cocktail hour at the conclusion of our sessions. Please visit www.TIEWN.com to learn more about the conference, attending, and sponsorship opportunities.

Hotel Business is a media sponsor for this conference and for the Hospitality Roundtable in conjunction with the Wall Street Journal which is an invitation-only event held the day before the Women’s Conference.

Thank you to Sponsors of this conference including Greenberg Traurig, Avendra, SuiteLife by Venture Insurance, Frontline PG, Elavon, LG, the Gettys Group, Rainmaker, Two Roads Hospitality, Hotel RL, Gillis Consulting & Training. Participating media also include HNN, Today’s Hotelier, Boutique Design, Hospitality Design, NEWH, Hotel Executive, Hotel-Online.

To purchase tickets to the 2018 Executive Women’s Conference, please register here: www.tiewn.com

About the Boutique & Lifestyle Lodging Association (BLLA)

The Boutique & Lifestyle Lodging Association (BLLA) is the first and only alliance association dedicated to uniting the world’s independent boutique and lifestyle hotels and small brands. BLLA was created to be the unifying voice of this distinctive subset within the hospitality industry. With now members from global destinations and more joining daily, BLLA’s goal is to unite the world’s collection of boutique & lifestyle properties and the suppliers that sustain them. BLLA offers their members the opportunity to successfully compete on a level playing field with major hotel companies. The

association educates members in order to market themselves to meet the ever-increasing demand from discerning boutique-seeking clients. For more information, or to become a member visit www.blla.org.

About the Travel Industry Executive Women's Network (TIEWN)

Founded in 2008 by Frances Kiradjian, Founder & Chair of the Boutique & Lifestyle Lodging Association (BLLA), this network is about forming connections globally both online at LinkedIn and offline through conferences and events. The more than 10,000 global members are executive women who make significant contributions to all the categories within the travel industry including hotel & lodging, airlines, cruise lines, car rental, tourism, travel agency, corporate travel manager, tour operator, rail, travel technology. They are professional women who have chosen the travel, tourism or hospitality sector and who make it their life's work and passion. This group supports all organizations in this industry who work at organizing professional women.

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