



**For Immediate Release**

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## **HELMSBRISCOE DOMESTIC AND INTERNATIONAL OPERATIONS TO MARKET UNDER ONE NAME**

*Meeting Planning Leader Hires Senior Hospitality Executive Bob Gilbert to Manage  
International Efforts*

**Scottsdale, Ariz.—(April 22, 2008)**— HelmsBriscoe, the global leader of independent site selection and RFP services for the expanding meetings business, announced today that HelmsBriscoe International will operate under the same name as its domestic operations, HelmsBriscoe. In a recent move Bob Gilbert Senior Vice President has joined the organization to help lead the company's international efforts, which spans 36 countries and boasts the industry's largest and most respected network of meeting procurement specialists.

The announcements come on the heels of the company's most successful year in its 15-year history, booking \$620 million in room revenue in 2007, which represents total meeting spend in excess of \$1 billion. For the first quarter of 2008, the momentum has continued with an increase of 25 percent in booked revenue, firmly cementing the company's position as the industry leader in meeting procurement.

"Everyday our associates support multi-national companies by teaming with their counterparts in other locations to combine client insights with local market knowledge," said Founder and CEO Roger Helms. "We have made significant strides in not only growing our international distribution but also arming our associates with the technology and systems to seamlessly deliver the highest possible return on meeting investment for meeting planners. The tools and client service levels remain constant regardless of where our associates are located, and thus it only makes sense that the domestic and international operations market under one unified name."

Ian Quartermaine, Managing Director - International added that new Senior Vice President Bob Gilbert will further strengthen the company's global footprint. "Bob is a highly respected and seasoned hospitality executive with worldwide expertise in both the meetings and hotel sides of the business. His insights will be instrumental to our continued expansion in additional countries and we are delighted that he has joined our management team."

### **Bob Gilbert**

In his new role as Senior Vice President, Bob will manage the international operations of the company. Bob has over 30 years of travel and hospitality marketing experience and

has provided marketing services to many of the leading industry organizations including Hilton Hotels Corporation, Orbit Travel and *Travel Agent Magazine*.

His résumé includes leading the global marketing efforts of Best Western International, where he introduced “the world’s largest hotel company” campaign and secured the company’s position as the official hotel of NASCAR. Previous to that position, he was Senior Vice President with SuperClubs; Vice President Worldwide Sales and Intermediary Marketing at Choice Hotels; Vice President with Walt Disney Attractions and Walt Disney Travel Company and Executive Vice President at Intrastat.

Well known as a travel industry leader and speaker, he was named 2004 Supplier of the Year by ASTA, serves as Chairman for TravelCom 2008 and was Chairman of the Eye for Travel CRM summit last year. He is fluent in French, German, Italian and Spanish. He also became a published author on international marketing while serving as Chairman for the American Hotel & Lodging Association international marketing committee. Bob is a member of the Chartered Institute of Marketing (UK) and lives in Arizona.

### **About HelmsBriscoe**

HelmsBriscoe is the global leader of independent site selection and RFP services for over 8,000 corporate, association and government clients that plan off-site meetings and conferences. HelmsBriscoe associates accelerate the decision making process for meeting planners by researching hotels and other meeting venues that match their clients’ criteria, negotiating rates and concessions by leveraging its volume purchasing power, and facilitating the contracting process. Founded in 1992, HelmsBriscoe offers the industry’s most respected network of procurement specialists, with 930 associates spanning 36 countries. HelmsBriscoe combines its highly experienced global distribution with proprietary knowledge databases of 36,000 hotels containing more than five years of rate histories, the documented experiences and insights from its associates and clients, and a proprietary electronic RFP tool. For more information, visit [www.HelmsBriscoe.com](http://www.HelmsBriscoe.com).

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