



For Immediate Release

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HelmsBriscoe Names Danielle Boyles as Executive Director of Destination Partnerships

Scottsdale, Ariz. (August 29, 2011) — HelmsBriscoe, the global leader of independent site selection and RFP services for the meetings business, announced the appointment of Danielle Boyles as Executive Director of Destination Partnerships. Boyles will be based in Scottsdale and will lead the organization's efforts to align destination resources with the needs of HelmsBriscoe Associates and clients.

Boyles is an accomplished sales leader who brings a vast amount of experience not only within the industry but also the company. She was named the HelmsBriscoe Hotel Sales person of the year in 2008 during her time as Director of Strategic Partnerships at Fairmont Raffles Hotels International. Boyles has held a variety of Director level positions in Canada and the United States over the past 16 years and has received numerous industry accolades, including Fairmont President's Circle Top Sales Achievement Award in 2005 and 2004. Boyles joins HelmsBriscoe from The Fairmont Chateau Lake Louise Resort, where she most recently held the position of Director of Sales and Marketing.

"Our destination partners play an important role in our ability to deliver value to our clients. Danielle's experience within the industry and her history with HelmsBriscoe will be incredibly beneficial in strengthening our relationships with the destination community," stated Roger Helms, founder and CEO of HelmsBriscoe.

"I've worked closely with HelmsBriscoe for many years and I have first-hand experience on the power of the HelmsBriscoe partnership programs," said Boyles. "I am absolutely thrilled to now be a part of this great team."

About HelmsBriscoe

HelmsBriscoe is the global leader in meeting procurement for a variety of corporate, association and government clients. Spanning more than 50 countries, their highly respected network of 1200 procurement specialists booked 3.86 million room nights last year. By using their proprietary technology, collective market knowledge, and volume based purchasing power, HelmsBriscoe Associates facilitate the research and contracting processes, thereby mitigating the risk and increasing the return on their clients' meetings. For more information, visit www.helmsbriscoe.com.

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