



For immediate release

ASAP announces Geoff Ramm and Sally Bundock as keynote speakers for the 2016 ASAP Annual Convention

The Association of Serviced Apartment Providers (ASAP), the not-for-profit trade body for the serviced apartment sector, is delighted to announce multi-award winning speaker Geoff Ramm and financial journalist Sally Bundock as the keynote speakers for its flagship annual Convention in London on 1 December.

Delegates can look forward to an inspirational opening keynote by Ramm with a marketing focus entitled *'OMG Marketing – the ideas that will make you successful now and memorable in years to come'*.

James Foice, ASAP CEO confirms: *'We're delighted to have secured Geoff Ramm as our opening keynote speaker this year. His passion, energy and humour are legendary and we know he'll inspire and challenge our delegates to think differently and stand out from the competition.'*

Foice continues: *'I'm equally delighted that award-winning financial journalist Sally Bundock will deliver the closing address at this year's Convention and share her key economic insights for our sector looking ahead to 2017.'*

Motivational speaker and respected author Nigel Risner will complete the line-up of headline speakers opening the afternoon programme at the Convention.

The Convention programme also includes 9 educational seminars with plenty of opportunity to debate the latest industry insights and trends, as well as an 'Ask the Expert' panel and an exhibition of leading suppliers for the sector which runs throughout the event – full details on the ASAP website:

<http://theasap.org.uk/asap-events/2016-convention-programme/>

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Further media information:

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Background Information

ASAP: Association of Serviced Apartment Providers is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. Our 160 members own and operate over 100,000 properties globally. Our membership also includes 18 serviced apartment agencies committed to supporting and growing the sector.

ASAP News Hub: 'The Voice of the sector' - <http://hub.theasap.org.uk>

The hub covers all the latest breaking news for the sector from around the world as well as interesting trends/insights in the wider travel industry. There is also the option to subscribe to receive the dedicated news hub e-newsletter (2 editions/week).

ASAP Annual Convention 2016: will take place on 1 December in London at etc Venues Bishopsgate
<http://theasap.org.uk/asap-events/asap-annual-convention/>