



## **First woman to climb Everest from both sides – Cathy O’Dowd - announced as keynote speaker for the 2017 ASAP Serviced Apartment Annual Convention**

The Association of Serviced Apartment Providers (ASAP) - the not-for-profit trade body for the serviced apartment sector - is delighted to announce that **Cathy O’Dowd** will be the keynote speaker for its annual Convention in London on 7 December.

The first woman in the world to climb Mount Everest from both its north and south side, Cathy is an exceptional motivational speaker, and will inspire delegates as she takes them on an expedition sharing stories about leading teams and executing plans in high-risk high-stress environments while striving for big goals, based around her experience reaching the summit of Mount Everest.

James Foice, Chief Executive of the ASAP, comments:

*‘It’s fantastic to have secured Cathy O’Dowd as our keynote speaker for our 2017 Convention. Our 2017 Convention theme is **‘Rising to the Challenge’** and who better than Cathy to inspire our delegates about how to succeed in the most challenging situations, run successful projects, get the best out of people and achieve your goals, based on her real-life insights on the many challenges she has faced as an adventurer and explorer.’*

Speaking from her home in Andorra, Cathy O’Dowd comments:

*‘People assume the biggest challenge of Everest is the storms, or the cold, or the altitude. It’s not. It’s yourself, and your team. Much of what happens around you is out of your control, but how you react to it, how you manage the opportunities and the difficulties - that’s what makes the difference between failure and success.’*

ASAP is also very pleased to confirm that best-selling author Frances Edmonds will comperere the 2017 Convention for the first time.

Tickets are now on sale for the event and can be booked on the dedicated Convention website – <http://asapconvention.org.uk> . Early-bird booking runs until 30 September.

Further details of the Convention seminar programme will be released later this summer.

**Ends**

**Further media information:**

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### **Background**

**ASAP: Association of Serviced Apartment Providers** is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. Our 185 members own and operate over 100,000 properties globally. Our membership also includes 15 serviced apartment agencies committed to supporting and growing the sector. [www.theasap.org.uk](http://www.theasap.org.uk)

**ASAP News Hub: 'The Voice of the sector'**- <http://hub.theasap.org.uk> - Our hub features all the latest news stories for the serviced apartment sector as well as interesting trends/insights in the wider travel industry.

**The 2017 ASAP Serviced Apartment Convention** will take place on **Thursday 7 December** at etc Venues 155 Bishopsgate, London with a pre-networking event at One Great George Street on the afternoon of Wednesday 6 December. <http://asapconvention.org.uk>

**The ASAP 2017 Serviced Apartment Industry Awards** celebration will take place on the evening of **7 December**, also at etc Venues 155 Bishopsgate, London. An extensive range of sponsorship opportunities is available for both of these events, further information online:

<http://theasap.org.uk/business-partnerships/sponsorship-exhibition-and-advertising-opportunities/>

**Cathy O'Dowd** is the first woman in the world to climb Mount Everest, the world's highest mountain, from both its north and south sides, and she remains an active adventurer today. She has been a professional speaker for nearly 20 years, presenting her message to companies in over 40 countries on 6 continents and is a Fellow of the Professional Speaking Association of the UK/Ireland who have given her their highest award – the Professional Speaking Award of Excellence. [www.cathyodowd.com](http://www.cathyodowd.com)