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**FOR IMMEDIATE RELEASE**

**Social Media: A New Economic & Social Order?**

*Marketorum, LLC's Fabrizio Busso-Campana Addresses Implications  
for Hospitality Industry at HSMAI Event in Cancun*

**LAMBERTVILLE, N.J. — June 23, 2010** — Fabrizio Busso-Campana, vice president of social media pioneer Marketorum, LLC, was the featured speaker at a recent meeting of the Hospitality Sales and Marketing Association International (HSMAI), Latin America Chapter in Cancun, Mexico. Busso-Campana's presentation, "Social Media: Implications of a New Economic and Social Order," provided insights on how the hospitality industry can integrate social media solutions offering new tools, analytics and strategies beyond what traditional marketing campaigns can deliver.

Busso-Campana referenced the travel crisis created by the volcanic eruption in Iceland and how the European hospitality industry used social media to communicate when traditional tools failed.

"Call centers were quickly overwhelmed, so KLM, Air France, Lufthansa and other airlines began using Twitter to post and disseminate flight updates," noted Busso-Campana. "EuroControl – the European Air Safety & Traffic Body – leveraged its Facebook page as the most effective platform to communicate with travelers, their families and government entities while various hoteliers used Twitter hashtags (#) to help stranded travelers with availability of rooms."

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With more than 25 years experience in operations, management and finance of startups and mid- to large-scale international companies, Busso-Campana's portfolio of past projects includes MGM/Mirage Corporation, Club Med North America, AIFP, Celebrity Cruises and Royal Caribbean Cruise Lines.

He attended Florida International University for his undergraduate work in political sciences/international studies and developmental economics, and Nova University for hospitality and management. He is a Master of Business Administration candidate in management and marketing at the University of Liverpool, and has been accepted at the prestigious International School of Management in Paris for the doctorate in business administration program.

### **About Hospitality Sales and Marketing Association International**

Founded in 1927, the Hospitality Sales and Marketing Association International (HSMAI) is a global organization comprised of nearly 7,000 sales and marketing professionals representing all segments of the hospitality industry from 35 countries and chapters worldwide. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers.

### **About Marketorum, LLC**

Marketorum, LLC is a group of highly skilled, professional problem solvers with an unparalleled passion for excellence that average 20-plus years of professional expertise in marketing, business strategy, technology and related disciplines. Marketorum leverages the team's collective experience working with leading global corporations in various industries, including nonprofits, consumer brands, hospitality, pharmaceuticals and telecommunications, providing the latest, most relevant and thought-provoking business knowhow to take clients far beyond their expectations.

For more information, please contact Patricia Stewart, Marketorum president & CEO, at (609) 651-8518, [pstewart@marketorum.com](mailto:pstewart@marketorum.com) or visit [www.marketorum.com](http://www.marketorum.com).

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