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FOR IMMEDIATE RELEASE:

Marketing the WOW Factor within the Hospitality Industry

HUNTSVILLE, AL – Dianne Barrett, President of the BARCO Firm recently spoke to the Huntsville/Madison County Hospitality Sales & Marketing Executive Association. Dianne spoke about using the “WOW” factor in marketing with today’s tough economy. The “WOW” factor encompasses the importance of placing emphasis on customer service and interactive media opportunities within the hospitality industry.

Dianne Barrett has been in the marketing and advertising industry for over 20 years and is the owner of The BARCO Firm. The BARCO FIRM is a small woman owned multi-media marketing company specializing in consulting, graphics, video, photography and web technology. The BARCO FIRM serves the Southeast with offices in Huntsville, Alabama and Nashville, Tennessee.

For more information log on to www.barcofirm.com.

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For more information or to coordinate an interview, please contact Lori Mayhall at 256-551-0112 or email lori@barcofirm.com. Any media exposure pertaining to this information would be greatly appreciated.

*Press release prepared and provided by The BARCO Firm
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