

"Hospitality Industry: How did the survivors survive?"

Wednesday, May 12, 2004

6:00 PM – 9:30 PM

Four Seasons Hotel

The Hospitality Industry continues to be at the forefront of today's economy with its greater emphasis on value and customer service. A panel of internationally recognized opinion leaders will examine how this industry has demonstrated its ability to evolve and reinvent itself as a result of the last three recessions.

Panelists will include:

- **Mark Abramson** - Bear Stearns
Senior Managing Director - Head of Global Hotels & Gaming Research Team
- **Daniel Boulud** – Daniel Restaurant
Chef-Owner
- **Bjorn Hanson, PhD** – PricewaterhouseCoopers
Global Hospitality Industry Managing Partner, Hospitality & Leisure Practice
- **Jacques Stern** – Accor
Group Chief Financial Officer

Moderator: Malcom Noden, Cornell School of Hotel Administration, Cornell University - Visiting Senior Lecturer

To learn more about the event and the panelists: <http://www.essecusa.com/event3.htm>

Special attendees will include alumni from US Business Schools as well as alumni of Elite Schools from France (French Grandes Ecoles).

Where

Four Seasons Hotel

57 East 57th Street (btwn Madison & Park)
New York, NY 10022.

When

Door opening: **6:00p.m.**

Opening remarks: **6:30p.m.**

Panel discussion at **7:00p.m.** followed by a **cocktail reception.**

Who

Mr. Pierre Tapie, Dean of the ESSEC Business School and Ms. Anne de Louvigny Stone, President of the ESSEC Alumni in the U.S.A are inviting you to the 2004 Annual ESSEC Newsmakers' Event.

ESSEC continues to play its strengths as France's premier business school as it fosters a lively and provocative discussion looking at trends that affect global expansion, channels of distribution, consumer behaviors and allocation of capital expenditure.

How to register

Advance Registration recommended due to limited seating

[Click here to register: http://www.acteva.com/booking.cfm?bevaid=64557](http://www.acteva.com/booking.cfm?bevaid=64557)

Pre-registration fee: **\$55** - Pre-registration fee for NYBSC Members: **\$50** - On site registration fee: **\$65**

This event has been made possible by the generosity of our sponsors, including:

Mazars – Pernod Ricard USA – Four Seasons Hotel - Du Parc Lyons – Valrhona
White Toque – President – Bonduelle – Ubiquis – Seafrigo

Information: <http://www.essecusa.com/event3.htm> or sophie.gilhodes@essecusa.com

Contact us for Corporate Registration: 10 tickets or more - jean-francois.queguen@essecusa.com

All reservations will be confirmed with direct response e-mails