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HelmsBriscoe Adds New Regional Vice President to Support New York, New Jersey and Connecticut Markets

Scottsdale, AZ (March 22, 2017) - HelmsBriscoe, the global leader in meetings procurement and site selection services, announced today the addition of Diane Brady as Regional Vice President. Brady will assist in supporting and developing their New York, New Jersey and Connecticut teams and clients.

Prior to joining HelmsBriscoe, Brady worked as Director of Sales, Northeast at NYC & Company. With an extensive background in the hospitality industry, including experience in corporate and association markets, meeting and event management, catering and business development, Brady brings a strong skillset to HelmsBriscoe.

"I am very excited to join HelmsBriscoe," said Brady. "I look forward to utilizing my industry knowledge and relationships to contribute to HB's outstanding reputation as the industry leader in their space."

"Diane's impressive background in the meetings and hospitality industries make her a valued addition to them team and we look forward to her contribution to the growth of our Northeast operation from both a client and Associate perspective," said HelmsBriscoe Vice President, Geri Horan.

About HelmsBriscoe

HelmsBriscoe is the global leader in meetings procurement for a variety of corporate, association and government clients. Spanning more than 55 countries, their highly respected network of 1,300 procurement specialists booked 6 million room nights, resulting in \$1.2 billion in room revenue last year. By using their proprietary technology, collective market knowledge, and volume-based purchasing power, HelmsBriscoe Associates facilitate the research and contracting processes, thereby mitigating the risk and increasing the return on their clients' meetings. For more information, visit www.helmsbriscoe.com.