



Denpasar, March 23, 2015

Dear Sir / Madam,

Warmest regards from MarkPlus Center for Tourism and Hospitality.

MarkPlus Center for Tourism and Hospitality which was inaugurated on 8th November 2014 by Arief Yahya, the Minister for Tourism of The Republic of Indonesia, is part of MarkPlus, Inc. the biggest integrated marketing solution firm in Southeast Asia Region. MarkPlus, Inc. serves companies and individuals in the areas of consulting, marketing research, education and media community. Through MarkPlus Center for Tourism and Hospitality, we intend to help Indonesia tourism by increasing the human resources capability through learning, research and advisory.

One of the basic principles on managing an organization is how to use limited resources to gain maximum result and in most cases marketers failed to connect marketing performance with financial result. They do not have a clear understanding on how to maximize company performance and often they offer to increase marketing budget as the solution. This solution is against financial principles where efficiency is very essential, therefore no wonder the marketing and finance division often do not get along well. Nowadays, it is very important for marketers to be able to integrate marketing and finance to gain desired result.

To solve this problem, MarkPlus Center for Tourism and Hospitality Center develop a hospitality workshop seminar **"Productivity Management Hospitality Industry: Integrating Marketing and Finance"** presented by CEO and Founder of MarkPlus, Inc. Hermawan Kartajaya and our hospitality experts that will be conducted on **23-25 April 2015** at **Berry Biz Hotel Kuta-Bali**. This workshop is specially designed for executives from tourism and hospitality industry who are preparing themselves and their companies to compete in the more ever challenging business world.

In this special occasion, we would also like to offer you a free lifetime membership of our **Marketeers Club: Tourism and Hospitality** for every person who joins the workshop. This club serves as a platform for people from Indonesia tourism and hospitality industry to gather and strengthen their network to help Indonesia achieve its 20 million international tourist target in 2020.

For the detail information please see the attached workshop seminar brochure alongside this letter or contact **Raisa at +0361 849 5670** or **bali@markplusinc.com**. Last but not least, we sincerely hope you will participate in this program and obtain new marketing concept and perspective knowledge. Thank you for your attention.

Sincerely Yours,

M. Nalendra Pradono
Executive Director
MarkPlus Center for Tourism and Hospitality