



March 13, 2025



08.00-10.00



THB 3,000

**HOTEL  
INTEL.co**  
INTELLIGENCE FOR HOTELIERS



**In today's fast-paced world, PR, Sales, and CRM are no longer just about making noise—they're about building trust and lasting relationships.**

While anyone can create buzz, true success in closing sales lies in partnerships that foster credibility and long-term value. This MasterClass by Wimindra J. Raj, the Managing Director and Editor in Chief of Hotel Intel.co, will shift your perspective, showcasing how to approach PR, Sales, and CRM from a partner-first mindset.

Where collaboration leads to meaningful impact and sustainable growth.

## Learning Outcomes

- **Building a Trusted Brand:** How to create a brand that partners believe in.
- **Managing Strategic Partnerships:** The key to maintaining strong, mutually beneficial relationships.
- **Lessons from Experience:** Case studies of partnerships that thrived... and those that didn't.