



SEPAM

SEMINAR SERIES-24

Marketing Chats with Sanem ÖZBİLEN GÖKSEL

As Sales and Marketing Manager, Sanem Özbilen Göksel, will start her speech with the story of Hard Rock Café brand. Then she will explain how she spends a day in the sales and marketing department. Afterwards, she will be touching on recent examples and new marketing applications in Hard Rock Cafe Istanbul. She will also have some recommendations to the newcomers into the professional life with a particular reference to the following questions: How to start our career path, what are the differences between sales or marketing. The seminar will end with an interactive talk on the questions from the audience.

Sanem Özbilen Göksel graduated from Dokuz Eylül University, Faculty of Business Administration, Department of Tourism Management in 2001. She is the Sales & Marketing Manager of Hard Rock Cafe Istanbul. She has been working actively in the Tourism Sector since 1998 (including the part time jobs). Before her career at the Hard Rock Coffee, she had extensive experience in various different branches, i.e. as guest relations, spa manager, banquet sales manager, agency sales manager and sales and marketing manager in many different companies - Sheraton Voyager Antalya, Setur, Club Med, Hillside Hotels. As a manager of the cafe, she is responsible of all sales and marketing activities, contracts with tour operators and agencies, event organizations and meeting sales, and establishing partnerships with the brands. Özbilen Göksel represents the brand both in Turkey and at the international level.

Venue : Antalya
International University
Date : 9 December 2016
Time : 11.00 - 12.30
Room : A1 -90/91 Faculty Building

