

## Regional Conference Telemarketing Sample Script

Website: (link to your Regional Website here)

Dates: (your Regional Conference Date)

Location: (your Regional Conference Location)

Hello, may I speak to **(Contact's Name)**?

Hello, this is **(Caller's Name)** calling from **(name of your HFTP chapter)**. I'm the **(Title if applicable)** here at HFTP **(name of your HFTP chapter)**. How are you? Do you have a few minutes?

**If no:** Is there a better time which I can call you to briefly talk about HFTP's **(Regional Conference Name)**? (setup time to call back)

**If yes:** We are reaching out to **(members or local hospitality professionals)** with a special invitation to the upcoming HFTP **(Regional Conference Name)** on **(Date)**. This year's conference will be held at the **(conference location and City, State)**.

This year's HFTP **(Regional Conference Name)** will feature **(add in event description such as two days of education)** for finance and technology professionals to gain knowledge on timely topics of interest. There will also be **(networking, lunch, dinner, etc)**. Full Registration includes **(details on what registrants will receive)**.

*(Event Summary)*

**Regional Conference Name (details for caller in case they get asked)**

Date, time

Overview

**Location**

Details

Could I send you information about the conference and how to register?

**Early Registration Cost** – ends (early registration date)

HFTP Member: \$\_\_\_\_ USD

Nonmember: \$\_\_\_\_ USD

Students: \$\_\_\_\_ USD (if there are student registrations)

**Standard Registration Cost**

HFTP Member: \$\_\_\_\_ USD

Nonmember: \$\_\_\_\_ USD

**If "Yes" to receiving an email:**

Great, the **(HFTP chapter or chapters)** is looking forward to giving members and hospitality professionals the opportunity to network and gain valuable knowledge at this year's HFTP **(Regional Conference Name)**.

I hope you will be able to attend and I will send an email with details and how to register for the event.

Thank you for your time.

**If “No” – Not interested:**

I am sorry you will not be able to attend. Should you change your mind and want to read more about the HFTP’s **(Regional Conference Name)**, please visit HFTP’s website at [www.hftp.org](http://www.hftp.org), click on the Conferences & Events tab at the top and look for the **(Regional Conference Name)**. Thank you for your time.