

INTERNATIONAL COMMUNICATION ASSOCIATION

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October 26, 2013

Professor Helen Toohey
Board of Directors
International Communication Association
Thunderbird American Graduate School of International Management
15249 N. 59th Ave.
Glendale, AZ 85306-6000

Dear Professor Toohey:

Subject: Recommendation of Convention Hotel for the 2014 Meeting

The Hyatt Hotel is my recommendation for the International Communication Association meeting next October. The Hyatt has significant advantages over the Marriott, the other potential site for the meeting.

One of the Hyatt's main advantages is its downtown location, which will appeal to convention goers and their spouses. The accommodations, including meeting rooms, are adequate in both places, although the Marriott does have a more contemporary decor. But the Hyatt room costs are approximately 15 percent lower than those at the Marriott. Thus, although both hotels are adequate, the Hyatt appears to be the better choice because of its location and cost advantages.

Recommendation
and key facts
are up front

The Hyatt's Favorable Downtown Location

The older of the two hotels, the Hyatt, is located in the heart of the downtown business district, making it convenient to the area's major mall as well as the other downtown shops. The Marriott, on the other hand, is approximately nine blocks from the major shopping area. Located in the periphery of the business and residential area, it provides little location advantage for those wanting to shop. It does, however, have shops within its walls that provide for virtually all of the guests' normal needs. Because many members will bring spouses, however, the downtown location does give the Hyatt an advantage.

Short sentences and transitional
words increase readability and
move ideas forward

Bases of
comparison
(factors)
permit
hotels
(units)
to be
compared
logically

Alternate placement of
topic sentences offers
variety

Board of Directors

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Adequate Accommodations at Both Hotels

Both hotels can guarantee the 600 rooms we will require. Because the Marriott is newer (built in 2006), its furnishings are more modern. The 16-year-old Hyatt, however, is well preserved, and its guest rooms are elegant and comfortable.

The Marriott has 11 small meeting rooms, and the Hyatt has 13. All are adequate for our purposes. Both hotels can provide the nine we need. For our opening session, the Hyatt would make available its Capri Ballroom, which can easily seat our membership. It would also serve as the site of our presidential luncheon. The assembly facilities at the Marriott appear to be somewhat crowded, although the management assures me that their largest meeting room can hold 600. Pillars in the room, however, would make some seats undesirable. In spite of the limitations mentioned, both hotels appear to have adequate facilities for our meeting.

Talking
headings
(all noun
phrases)
make the
key points
stand out

Logical paragraphing
helps the different
points stand out

Lower Costs at the Hyatt

Both the Hyatt and the Marriott would provide nine rooms for meetings on a complimentary basis. Both would provide complimentary suites for our president and our executive director. The Hyatt, however, would charge \$500 for use of the room for the opening session. The Marriott would provide this room without charge.

Convention rates at the Hyatt are \$169 for singles, \$179 for double-bedded rooms, and \$229 for suites. Comparable rates at the Marriott are \$189, \$199, and \$350. Thus, the savings at the Hyatt would be approximately 15 percent per member.

Cost of the dinner selected would be \$35 per person, including gratuities, at the Hyatt. The Marriott would meet this price if we would guarantee 600 plates. Otherwise, they would charge \$38. Considering all of these figures, the total cost picture at the Hyatt is the more favorable one.

In conclusion, while both hotels would meet our needs, the significant location and cost advantages of the Hyatt make it the more desirable site for next year's conference.

Analysis
is
adapted
to the
readers'
needs

Repetition of the key
point provides a sense
of closure

Sincerely,

Willard K. Mitchell

Willard K. Mitchell
Executive Secretary