

VANCOUVER, BC, October 12, 2013 **/24-7PressRelease/** -- Timeshare advertising pioneer Wesley Kogelman will provide online marketing insight as part of a sales and marketing panel during Vo-CON, Canada's national timeshare and vacation ownership industry conference organized by the Canadian Resort Development Association (CRDA).

As President and CEO of BuyaTimeshare.com, the most effective timeshare resale advertising platform on the Internet, Kogelman will bring his 14 years of industry experience to the panel and discuss the changes taking place as more vacationers look to book timeshare accommodation through online outlets.

"More travelers than ever are researching vacation options online first, so if a company doesn't have an effective presence on the Internet then they are already behind the curve," said Kogelman. "Over 90 percent of consumers looking for information about travel products begin online, so it is imperative to have a comprehensive strategy in place to get your brand in front of those people."

Vo-CON is scheduled for October 22-23, 2013 at the Fairmont Waterfront Hotel in Vancouver, British Columbia. Kogelman's panel, titled "Marketing and Sales in the 21st Century", will be held at 1:15pm on October 23 and also includes Jude Carrillo, President, Skyline Vacation Ownership, Paul Savage, President, Savage Direct Marketing and John Sanginesi, Director of Resort Sales and Services, Interval International.

"I'm very much looking forward to attending my first Canadian industry conference and making new acquaintances," added Kogelman. "As my website development company, Advanced Internet Management, has redeveloped the CRDA website, I'm also curious to see how the new design and interactive elements of the site have been received by the CRDA membership."

The new CRDA website, which can be viewed at <http://crda.com>, was launched in early September and the initial feedback has been very positive, with the site now featuring a vacation ownership industry buyer's guide, interactive membership list and access to the CRDA Insider electronic newsletter.

For more information about Vo-CON, please visit <http://vocon.ca>. To find out more about the timeshare inventory available for sale or rent at BuyaTimeshare.com, please go to <http://buyatimeshare.com>.

Written by Australian Business

About BuyATimeshare.com

BuyATimeshare.com is an internet advertising and marketing company for timeshare owners who seek to sell or rent timeshare by-owner. The company has been in business since 2000 and was ranked by Inc. Magazine as one of the fastest-growing, privately held companies in the country—making the prestigious Inc. 5000 list in 2010 and 2011. BuyATimeshare.com was also listed as one of BusinessNH Magazine's Top 10 Companies to Watch in 2009. The company is a member in good standing with the American Resort Development Association (ARDA), Canadian Resort Development Association (CRDA) and Cooperative Association of Resort Exchangers (CARE). For more information, please visit <http://buyatimeshare.com> or call 1-800-882-0296.

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