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## **Priceline.com Chief Marketing Officer Brett Keller to Give Keynote Speech at the 2014 LiveRez Partner Conference**

The chief marketing officer for the world's largest travel company set to speak at the vacation rental technology leader's inaugural partner conference

**EAGLE, Id.** — [LiveRez.com](http://LiveRez.com), the industry leader in cloud-based software for professional vacation rental managers, today announced Priceline.com Chief Marketing Officer Brett Keller as its keynote speaker for the company's [inaugural partner conference](#) Sept. 7-12 in Boise, ID.

Keller is regarded as one of the most respected marketing minds in the travel industry. In his 15 years with the Priceline Group, Keller has helped position the company as the global leader in online accommodation services. Just this year, Priceline was identified as the [world's largest travel company](#) by online travel intelligence company Skift.



Among Keller's other notable accomplishments, he was one of the driving forces behind the company's famous Priceline Negotiator ads featuring spokesman William Shatner.

According to LiveRez CEO Tracy Lotz, Keller's speech will focus on how LiveRez partners – professional managers using LiveRez's software and services – can better brand and market their vacation rental homes.

“Brett Keller is the quintessential travel marketing guru,” said Lotz, a 20-year veteran of the vacation rental industry. “His vast insight into the online marketing of travel accommodations will be incredibly valuable to our professional property manager partners.”

The 2014 LiveRez Partner Conference will run Sept. 7-12 in Boise, ID, with Keller's keynote address taking place on Monday, Sept. 8. In its first year, the conference has already garnered a lot of attention from LiveRez's growing base of more than 800 professional property manager partners. Just last week, LiveRez had to relocate the conference just down the road to [The Boise Centre](#) due to increased attendance.

In addition to Keller's keynote address, the conference will feature a full docket of hands-on training classes and workshops, networking events, and a preview of LiveRez's landmark project [iVacationRental.com](http://iVacationRental.com), the first major website that features only professionally managed and 100 percent real-time bookable properties.

To learn more about the 2014 LiveRez Partner Conference, visit [LiveRez.com/Conference](http://LiveRez.com/Conference).

### **About LiveRez.com**

LiveRez.com is a complete, online, vacation rental property management solution, focused on making vacation rental property managers fully operational online and thereby increasing bookings. LiveRez.com offers an all-in-one cloud-based platform, featuring best-in-class websites optimized for online bookings, a full-featured reservation and property management system, a robust CRM system, an exclusive connection to QuickBooks for trust accounting, and a unique "Pay-for-Performance" approach, which provides a mutually beneficial partnership between LiveRez.com and its vacation rental manager partners. The company's largest competitor is HomeAway Software for Professionals.

To learn more about LiveRez.com, please call (800) 343-2891 or visit [LiveRez.com](http://LiveRez.com). And, to receive timely updates from the company, follow LiveRez.com on [Facebook](#), Twitter ([@LiveRez](#)) and [Google+](#), or visit the company's [vacation rental software blog](#). LiveRez.com is a proud Gold Sponsor of the Vacation Rental Manager's Association (VRMA).

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