

# HSMAI Europe 4th Annual Revenue Management Conference

**HSMAI Europe 4th Annual Revenue Management Conference 6th February 2014 at Jumeirah Carlton Tower, 2 Cadogan Place, London SW1X 9PY**

“Mind the Gap! – aligning revenue management across the customer journey”

Join HSMAI Europe for the day to uncover the impact of developments in search and metasearch, how to optimise opportunities on TripAdvisor’s Trip Connect, Google HotelFinder, Trivago, learn about the tactics to optimise revenue strategies along the customer funnel, and distribution technology to support this.

HSMAI Europe Announces keynote speaker, Innovation expert Bill Beckler (photo) – CEO of AllTheRooms.com as keynote for the 4th Annual Revenue Management conference.

Bill is the CEO of the new metasearch site [AllTheRooms.com](http://AllTheRooms.com). He was previously the Director of Innovation at [lastminute.com](http://lastminute.com), where he went by the nickname “The General.” He is an expert on hotel strategy and market share dynamics and an accomplished public speaker sought after for his controversial and provoking ideas on innovation, marketing, travel, and analytics. Bill brings to the conference an enviable depth of knowledge of the online travel space, coupled with controversial and provoking ideas on innovation, marketing, travel, and analytics. Bill will address the conference with his thoughts on what revenue managers need to be doing to build power and competently address today’s challenges in managing the online travel space.

**Conference program**

## Conference Agenda

08.30 – 09.00	Arrival & Registration and conference orientation Ally Dombey, Managing Director Revenue by Design
09.00 – 09.10	Welcoming Address Heiko Siebert – Head of the HSMIAI Europe Revenue Management Advisory Board
09.10 – 09.15	A word from our headline sponsor Infor and an introduction to our Keynote Speaker
09.15 – 10.00	“How Revenue Managers Will Build Power to Protect Hotels from the New Threats”William Beckler CEO Alltherooms.com

<p>10.00 – 11.00</p>	<p><b>Metasearch – online travel game changer, or a new step in customer ownership?</b> We explore the role that Metasearch sites from Google, TripAdvisor, Trivago, and many others are playing in online travel and how this will impact share shift between hotels and new types of short term accommodation, customer acquisition, customer ownership and future revenue strategies. Representatives from the major metasearch players discuss the future challenges and opportunities  Nigel Huddleston – Industry Head, Travel at Google  Maud Larpent, Head of Direct Connect Development, TripAdvisor, Daniel Holl, Global Hotel Relations Trivago  Moderated by Uli Kastner CEO MyHotelShop.de</p>
<p>11.00 – 11.30</p>	<p>Coffee Break and networking</p>

	<p>Roundtable</p> <p>Discussions Concurrent sessions exploring revenue management across the customer journey – owned, paid for, word of mouth and social media</p>
11.30 – 12.00	<p>Roundtable discussions</p> <p>Session 1 Choose from</p>
Option 1	<p>Revenue Management “best practices” are killing hotel profitability Patrick Bosworth Co-Founder, CEO Duetto</p>
Option 2	<p>Using online reputation analytics and your direct customer survey data to improve guest satisfaction and maximise revenue. RJ Friedlander, CEO ReviewPro</p>
Option 3	<p>Keeping your share of the customer value chain through optimising revenues across multiple customer touch points. Niels Mekenkamp, Director Hospitality Presales EMEA, Infor EZRMS</p>
Option 4	<p>Beyond market segments – optimising customer demand in different buying modes Neil Corr Senior Consultant IDeaS Revenue Solutions.</p>

Option 5	Increase customer visibility by improving your OTA and metasearch positioning Adriaan Coppens, CEO and co-founder, OTA Insight.
Option 6	New performance benchmarks to support better customer insight Tony Oliveira, Business Development Manager, HotStats
Option 7	Data insights to optimise conversion through the hotel web site Janel Clark, Revenue Director, Avvio
Option 8	Operational implications of managing the digital and revenue space Paul King, Director, Revenue Management EMEA, Sabre Hospitality Solutions
Note – presentations from Roundtables that you are unable to attend will be available for download after the event	
12.00 – 12.30	Roundtable discussions Session 2 – choose your second option of four
12.30 – 13.30	Lunch and networking
13.30 – 14.00	Roundtable discussions Session 3 – choose your third option of four

<p>14.00 – 14.30</p>	<p>Roundtable discussions Session 4 – choose your fourth option of four</p>
<p>14.30 – 15.20</p>	<p>Tackling revenue management across paid for, owned and word of mouth media. Senior revenue managers from around Europe discuss the issues Chinmai Sharma, Vice President Revenue Management and Distribution, Louvre Hotels Group Philip Gardner – Director, Revenue Management – Continental Europe Dan Morley – Head of Digital Best Western GB, Best Western Anabelle Beets – Corporate Revenue and Reservations Manager – Kempinski Hotels S.A. Moderator Patrick Bosworth, CEO Duetto</p>
<p>15.20 – 16.10</p>	<p>Networking break</p>

16.10 – 17.00	Succession Planning – Building a successful pipeline of Revenue Managers. The results of the survey on succession planning for Revenue Managers together with commentary and new perspectives from Carl Oldsberg – Vice President Revenue Management and Distribution Nordic Choice Hotels, Cheryl Hawksworth, Sales Director UK and Ireland , IDEaS Revenue Solutions Hosted by Heiko Siebert Head of the HSMAI Europe Revenue Management Advisory Board
17.00 – 17.15	Update on the HSMAI Certified Revenue Manager Programme
17.15 – 17.30	Update on HSMAI membership and benefits in Europe & UK & closing remarks
17.30 – 19.30	Drinks reception in The Garden Rooms, Jumeirah Carlton Tower, Sponsored by SiteMinder

**Register Now for our Early Bird Rates through to 24 January**



2014



After 24th January rates will increase to

- HSMIAI Members €250
- Non Members €350

Event registration for HSMIAI Europe 4th Annual Revenue Management Conference 6th February 2014 powered by Eventbrite

**CANCELLATION POLICY:** Cancellations received three weeks prior to the conference will receive a full refund less a 75 Euro administrative fee. Cancellations received between three and one week out are entitled to a 50% refund. Cancellations received within one week will not be refunded. All cancellations must be received in writing.

For more information or questions please contact Benedicte Gilroy Bøgh at [postbox@hsmiai.no](mailto:postbox@hsmiai.no).

[For information about membership, press here.](#)

