

# Visiting 18 cities: HSMIAI Europe Revenue Management Workshop and Global Revenue Management Certification (CRME)

The more you know, and the more you can prove you know, the better ROI you can provide to your employer or prospective employer, the more you can improve your company's bottom line, and the better you can position yourself in your chosen discipline.

HSMIAI in America introduced certification for sales professionals nearly thirty years ago. Today HSMIAI offers training and certification in several disciplines and HSMIAI now also offer global certification in Revenue Management.

"Bringing the CRME certification to Europe is a fantastic opportunity for Revenue Leaders in Europe to obtain a globally recognized certification in Revenue Management and confirms HSMIAI's objective to be a key resource for education, knowledge and interchange in hospitality" says Christian Boerger, Chairman HSMIAI Europe Revenue Management Advisory Board

## **HSMIAI Europe visiting 18 cities in Europe**

"We look forward to welcoming executives from around Europe to get certified. HSMIAI Europe will tour Europe in the Spring and Autumn and we hope you will join us. We have 10-20 seats available in each city so we recommend you to sign up now " says Ingunn Hofseth President HSMIAI Europe.

## **ABOUT THE CRME**

The CRME designation is recognition that you are:

- A professional in the field of revenue management and clearly conversant with its intricacies and importance
- Competent to develop an infrastructure to support revenue management within the framework of an organization
- Able to maximize revenue opportunities and optimize profits by managing revenue
- Capable of making informed decisions to accept or reject pieces of business to meet overall organizational goals
- Proficient at the art and science of revenue management

### **HOW DO I EARN THE CRME DESIGNATION?**

Please contact Benedicte Gilroy Bøgh for the application form at [bgb@hsmail.no](mailto:bgb@hsmail.no)

**Before the Revenue Management prep class for the Global Revenue Management Certification CRME we invite to a morning meeting.**

### **AGENDA:**

09.30 Registration and coffee

10.00 Introduction to CRME

11.15 Break

11.30 CRME prep Class

12.30 Lunch

13.30 CRME prep Class continues

15.00 Exam online – remember to bring your computer

16.00 End

All tickets includes study guide, morning meeting, workshop, exam, coffee breaks and lunch. From 10:00 – 4:00 PM

**BUY YOUR TICKETS HERE:**

*Photo: Almost ready for the workshop and Think Tanks at The Mandarin Oriental Hyde Park in London on February 25th 2015.*

*Photo taken by: Gunnar Kopperud & Netta Nyman – Photowalk.no / Konferansefotografering.no*