

Last chance to sign up for the second HSMAI Europe pre CRME webinar

This winter HSMAI Europe has started a series of Revenue Management pre CRME webinars, helping you become an internationally certified Revenue Manager. Each of the five webinars revolves around specific chapters of the global study guide – The Evolving Dynamics of Revenue Management – that prepare you for the global CRME certification.



The second pre CRME webinar is all about **Revenue Strategy & Market Segmentation**. Taking you through these vital topics of Revenue Management will be **Paul van Meerendonk** (left), Senior Manager at IDEaS Revenue Solutions and the Vice Chair of HSMAI Europe Revenue Management Advisory Board.

Revenue Strategy & Market Segmentation, 1 December at 3-4 pm CET

Sign up for this session:
attendee.gotowebinar.com/register/798064393103977729

If you missed our first pre CRME webinar **Introduction to Revenue Management**, you can listen to it here for free: attendee.gotowebinar.com/recording/6299342179757143553

The CRME (Certified Revenue Management Executive) certification is an internationally recognised certification that was launched globally earlier this year. It has been a success, with some of the European hotel chains looking into making it mandatory for their teams. Now is your chance to learn more about the CRME and to take part in the series of 5 pre-CRME webinars. The webinars are free of charge to attend.

Read more here: hsmai-europe.com/2015/11/04/hsmai-europe-pre-crme-webinars/