

# 21 January: Pre CRME webinar on Total Revenue Drivers

The next pre CRME webinar, on *Total Revenue Drivers*, will be moderated by Cidalia Pinto Coelho, Director of Revenue Management at Louvre Hotels Group, to be held on Thursday 21 January. Save the date now!

The webinar, starting at 3 pm CET, is the fourth in a series of webinars leading up to HSMIAI's CRME (Certified Revenue Management Executive) certification.

This particular webinar will focus on driving revenue through digital and social media, as well as total hotel revenue management.



This webinar's moderator is **Cidalia Pinto Coelho** (left), Director of Revenue Management at Louvre Hotels Group.

**Sign up for this session:**

[attendee.gotowebinar.com/register/5560983838906943746](http://attendee.gotowebinar.com/register/5560983838906943746)

The HSMIAI Europe pre CRME webinars are based on various chapters of the global CRME study guide, *The Evolving Dynamics of Revenue Management*. Each webinar concentrates on specific chapters and allows you to hear invaluable insights from the top leaders of Revenue Management. It is free to sign up.

For an overview of seminars already held, with links to webinar recordings, as well as a presentation of upcoming webinars, please see:

[hsmia-europe.com/2015/11/04/hsmia-europe-pre-crme-webinars/](http://hsmia-europe.com/2015/11/04/hsmia-europe-pre-crme-webinars/)

**Top photo:** *Man on computer. Stock photo from PhotoAlto™*