

# Linda M. Ramberg to head prestigious events

Recently resigned Destination Røros director Linda M. Ramberg has been hired as Project Manager for HSMIAI Meeting & Event Exchange, as well as the HSMIAI Awards, both taking place in the Oslo Opera House in January. The plan is to expand the Meeting & Event Exchange to other European cities in the near future.

Last week HSMIAI announced that the next HSMIAI Meeting & Event Exchange will be held at the National Opera and Ballet in Oslo Wednesday 25 January 2017. HSMIAI Region Europe's President & CEO Ingunn Hofseth just informed that Linda M. Ramberg has been brought in for the task.

"Linda should be known to many HSMIAI members, as she was working for HSMIAI from 1997 to 2006 and in the last couple of years held the position of HSMIAI Sales and Marketing Manager. Since then she has been in charge of Destination Røros, playing a vital role in placing the Røros region firmly on the map," Ingunn Hofseth says, adding: "Under her management Destination Røros built a strong trademark, positioning itself within the fields of sustainable hospitality, with a special attention on qualifications, hosting excellence and local food. Among other things her efforts gained several prestigious international awards, and have made the destination an example to follow in the travel and hospitality industry, both at home and abroad. We are extremely pleased to have Linda on our team and look forward to be working with her again."

The awards mentioned include:

The **Virgin Holiday Responsible Tourism Award** for *Best Destination*, awarded at the 2011 World Travel Market in

London.

The **Tourism for Tomorrow Award** in the *Destination Stewardship* category at the 2012 World Travel & Tourism Awards in Tokyo.

Last year a runner-up in the National Geographics' **Legacy Award** at the Berlin ITB fair.

Linda M. Ramberg resigns as Destination Røros director after nearly ten years.

“It has been a fantastic ride, but time is ripe for looking into new challenges. After nearly two decades in two hospitality organisations, HSMAI at first, followed by Destination Røros, I am thrilled to bring with me the experience, as a self-employed advisor, with the liberty and flexibility that entails, and I find it highly motivating to be given responsibility for HSMAI’s two top events in Norway,” says Linda M. Ramberg, continuing: “I learned incredibly much during the years I spent with Ingunn at HSMAI, shaping my management skills with values such as inclusion and generosity. Ingunn has one foot firmly planted on the ground, with the other up among the clouds, with an impressive ability to identify opportunities and achieve results. To me HSMAI is an extremely innovative and including organisation, very much in step with the times.”

## **Lounge concept to be developed**

“HSMAI brings the industry and its clients together at the year’s most important meeting day, in order to inspire and create new opportunities. Together with the industry at large we will show the customers and the event agencies all the possibilities to hold fantastic events in Norway and abroad on Wednesday 25 January 2017, [in brand new surroundings](#),” Ingunn Hofseth adds. **Text continues under photograph.**



The Norwegian National Opera and Ballet by night. Photographer: Erik Berg.

“During January’s HSMIAI Meeting & Event Exchange at the Radisson Blu Oslo Plaza Hotel we introduced the lounge concept for our exhibitors, which was extremely well received by all. We have found much inspiration on our many travels, visiting European members. The Hilton hotels’ Executive lounge concept for regulars has been a huge inspiration, as well as several exclusive airport lounges, which is what we intend to build on,” she says.

“The HSMIAI Meeting & Event Exchange aims to be a an exclusive upper scale event, which, in spite of its grand surroundings, should have a limited amount of visitors and exhibitors. We also plan on expanding the concept into several European cities,” Hofseth adds. **Text continues under photograph and video clip.**



Mingling at the Oslo Meeting & Event Exchange on 28 January 2016. Photographer: Morten Brakestad.

<https://youtu.be/52hsh03H0nE>

## The HSMIA Awards

The Norwegian HSMIA Awards, often referred to as the domestic travel and hospitality industry's "Oscars", will be held in the same venue for the first time, during the evening of Wednesday 25 January 2017, with awards given in several categories, including Travel Marketer of the Year, Young Travel Industry Leader of the Year and Young Hotelier of the Year.

A few snaps (and a videoclip) from January 2016:



Norwegian HSMIA Awards 28  
January 2016.



Norwegian HSMIA Awards 28  
January 2016.



Norwegian HSMIA Awards 28 January 2016.

<https://youtu.be/aI0z-xFE4bc>

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*Top photograph: Linda M. Ramberg in charge of HSMIA's Norwegian Meeting & Event Exchange, as well as the HSMIA Awards. Photo: Private.*