

# 20 September 2016: Sign up now for Dublin

**Following last year's successful event HSMAI Region Europe is holding its second annual event in Dublin on Tuesday 20th September at the Spencer Hotel.**

**Spencer Hotel Dublin City, Excise Walk, IFSH, Dublin 1, Ireland**

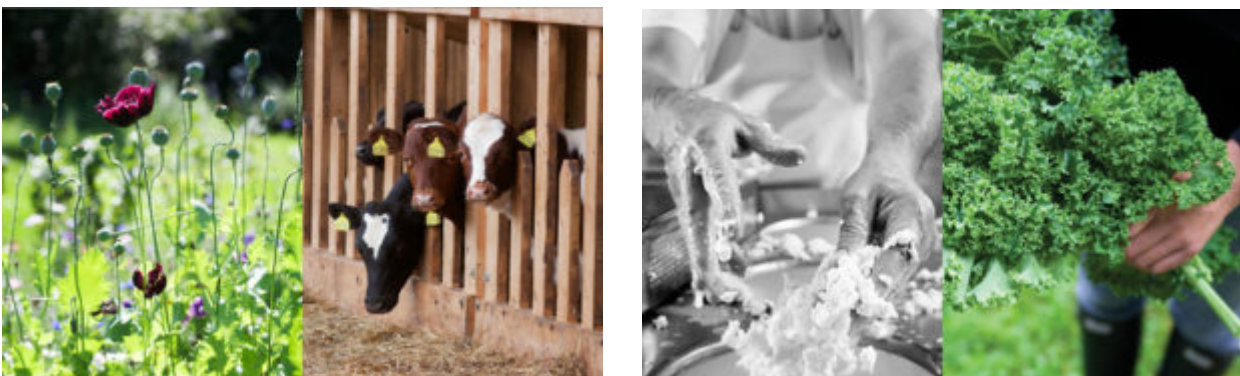
**Tuesday 20th September 2016**

Breakfast from 8.00 am – 9.00 am

Educational programme from 9.00 am – 11.00 am

Networking 11.00 am – 12.00 noon

Come and hear this visionary Norwegian hotel owner and entrepreneur share a case study from his exceptional hotel.





## Case study on how a traditional conference hotel is fast becoming Norway's number one food hotel.

by **Olav Lie-Nilsen**, Hotel Owner and Director, Farmer and Entrepreneur, Thorbjørnrud Hotel Norway

Come and hear how a conference hotel near Norway's capital Oslo has transformed into a successful local produce culinary haven, being self-sufficient in meat and cheese, thanks to the ambitious vision and hard work of the owner. Currently the hotel is on its way to becoming the number one food hotel in Norway. The Thorbjørnrud Hotel has its own farm with over 500 animals as well as a cheese factory – the latter situated in the former swimming pool of the hotel – and it also uses local wood and water for the AC system.

**You will also meet:**



**Alex Gibson**, Senior Lecturer – Marketing, School of Hospitality Management and Tourism, Dublin Institute of Technology DIT



**Ingunn Hofseth**, President & CEO, HSMAI Region Europe



**Frank Reeves**, CEO and Co-founder, Avvio and a member of the HSMAI Region Europe Digital Marketing Advisory Board

**We will also speak about:**

## **• Let's get Personal**

The Internet we experience these days is as unique to you as your fingerprint. Facebook, Google and other sites provide truly personalised online experiences. The technology to make this possible is now also available to hotels, and Frank from Avvio will take you through how this works, what the benefits are and how you can implement this to increase your direct bookings.

## **• Augmented and Virtual Reality: The Next Big Thing in Hotel Marketing?**

In this presentation Alex shares some insights into how the much-hyped technologies of augmented and virtual reality have the potential to offer hugely immersive ways to connect with current and prospective audiences. He will review some of the technology about to become mainstream, and give some pointers for how to get started using AR and VR.

## **• Update from HSMAI Region Europe.**

HSMAI Region Europe has announced the first 14 mentors of its pan-European Mentor Programme, being launched in the end of September 2016. You will hear more on this initiative as well as many others – as well as how they can benefit you and your company.

**Tickets incl. breakfast: EUR 30**



**Looking forward to seeing you in Dublin!**

**HSMAI Region Europe Gold Partners:**

## About HSMIAI Region Europe

### Vision

The leading meeting place of the industry.

### Mission

The Hospitality Sales and Marketing Association International (HSMIAI) Region Europe is committed to growing business for the hotel, event and travel industry and their partners, and is the industry's leading advocate for intelligent, sustainable revenue growth on a local, national and European level. The association provides practical tools, insights, and cutting edge expertise to enable knowledge sharing and enhance professional development as well as fuel sales, inspire marketing, transform businesses digitally and optimise revenue.

### Values

Our values show in all we do – from the development of activities to communication with our members and partners.

- engaging
- enabling
- connecting

**HSMIAI Irish National Annual Event will take place at:** Spencer Hotel Dublin City, Excise Walk, IFSH, Dublin 1, Ireland

For further information, please contact: [postbox@hsmiai.eu](mailto:postbox@hsmiai.eu)

*Top photo and photos of Thorbjornrud  
Hotel: <http://www.thorbjornrudhotell.no/>*