

[HSMIAI Region Europe Roadshow 2017](#)

HSMIAI Region Europe Roadshow

HSMIAI Region Europe would like to invite you to join us for an evening of trends, innovation and networking. The Roadshow is an afternoon event followed by networking and drinks. Its FREE to attend for both HSMIAI members and non members if you are working in the hotel and travel industry. [Sign up today!](#)

The event will be educational, and a local speaker with an interesting topic will be invited in each city. HSMIAI Europe, in partnership with [Nor1](#), [OTA Insight](#), [Hotelchamp](#), [Lodgig](#), [Travel Tripper](#) and other partners will visit many of the European cities focusing on Digital Marketing, Distribution and Revenue Management. Our partners will vary from city to city.



We will start the Roadshow in Paris Wednesday May 10th (venue TBA) and [Peter O'Connor](#), Dean of Academic Programs at ESSEC Business School, will be the local speaker. The topic for his presentation is: **Direct Website Bookings: The challenge of**

conversion.

For many years Peter has been a valued speaker in many of HSMIAI's events in Europe and we are glad he will join us in Paris as well.

Preliminary programme for the Roadshow:

- 16:00: Welcome by HSMAI Region Europe
- 16:20: Plenary session with local speaker
- 16:50: Different roundtables held by our partners. It will be a repetition of the roundtable session, 20 minutes x 3 times. (Partners will vary from city to city)
- 18:00: Local speaker and all the partners on stage together for Q & A
- 18:30: Wine, snacks and networking

We will visit the following cities:

CITY	WEEKDAY	DATE
Paris	Wednesday	10 May
Frankfurt – Pre-IMEX	Monday	15 May
Barcelona	Wednesday	31 May
Madrid	Thursday	1 June
Helsinki	Tuesday	6 June
Copenhagen	Wednesday	7 June

Stockholm	Thursday	8 June
London	Tuesday	13 June
Dublin (breakfast meeting)	Wednesday	14 June
Oslo	Tuesday	20 June
Amsterdam		Autumn
Brussels		Autumn
Berlin		Autumn

It is **FREE** to attend for people working in the hotel and travel industry.

[Sign up for free here](#)

If you are interested to participant but you are not working in the travel industry please contact Benedicte Gilroy Bøgh bgb@hsmi.no and she will contact you directly.

Our Partners:



REVENUE MANAGEMENT REIMAGINED.

