

# [HSMIAI Region Europe Roadshow in Paris](#)

## HSMIAI Region Europe Roadshow in Paris Wednesday 10 May

HSMIAI Region Europe and AccorHotels invites you to join us for an evening of trends, innovation and networking in Paris from 4 PM to 7 PM on Wednesday 10 May. This afternoon event, followed by networking and snacks, is FREE for both HSMIAI members and non members if you are working in the hotel and travel industry. [Sign up today!](#)

The event take place at AccorHotels new head office:

### [AccorHotels Head Office](#)


Tour Sequana  
82, rue Henri Farman  
92445 Issy-les-Moulineaux  
France

The event will be educational, 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 Paris

WHEN	WHAT	WHO
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<p><b>16:00</b></p>	<p align="center"><b>Welcome</b></p> <p align="center">By <b>Béla Nagy</b>, VP Revenue Management &amp; Pricing, AccorHotels and <b>Ingunn Hofseth</b>, President &amp; CEO HSMIAI Region Europe</p>	
	<p align="center"><b>Moderator:</b> <b>Chevy Kelly</b>, MD, deckchair</p>	
<p><b>16:20</b></p>	<p align="center"><b>Direct Website Bookings: The challenge of conversion.</b></p> <p align="center"><b>Peter O'Connor</b>, Professor of Information Systems, Dean of Academic Programs, Essec Business School.</p>	




16:50

**Shifting revenue share from OTA to direct – Strategies to increase direct bookings**

Even shifting just a few rooms per day from OTA bookings to direct bookings can make a big impact to your hotel's profits. But how can hotels implement a successful direct booking strategy? There is more to it than simply setting up a hotel website. In this roundtable, we'll talk about key strategies that hotels need to know to boost direct bookings. Specifically, we'll cover website and booking engine optimization, and how to use the same tactics that OTAs use on their own websites to increase bookings. We'll also discuss how digital marketing plays an important role in the sales cycle and how to use it to direct traffic to your own site instead of OTA sites.

**John Power**, VP of EMEA Sales at Travel Tripper.



<p><b>17:10</b></p>	<p><b>Mobile Dynamics: optimising your website for mobile booking and marketing</b></p> <p>Digitalisation has brought choice to consumers. Hoteliers have had to develop multi-channel distribution strategies. The biggest players have developed omni-channel strategies to ensure their customers enjoy a seamless and consistent experience whether they book online through mobile, tablet, desktop or offline in a store or over the phone. This interactive presentation will explore more about how digital technology has changed the way hotel brands connect with guests through a 24/7 relationship both in and out of stay, and from finding a hotel, to checking in, during the stay and after departure.</p> <p><b>Rich Tuckwell</b>, VP of Sales and Marketing, Avvio</p>	
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<p><b>17:30</b></p>	<p><b>Speaker(s) and all the partners on stage together for Q &amp; A</b></p>	
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<p><b>18:00</b></p>	<p><b>Snacks and networking</b></p>	
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There might be some changes to the programme.

**Address :**



# ACCOR HOTELS

Feel Welcome

## AccorHotels Head Office

Tour Sequana  
82, rue Henri Farman  
92445 Issy-les-Moulineaux  
France

Enter at the main entrance of the building, and go to the Auditorium. It is located directly behind the reception.

## **HSMAI Region Europe Roadshow**

HSMAI Europe, in partnership with Nor1, OTA Insight, Hotelchamp, Lodgiq, 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 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](mailto:bgb@hsmi.no) and she will contact you directly.

## Our Partners in Paris:



# AVVIO

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