

# HSMAI Region Europe and AccorHotels in Frankfurt

HSMAI Region Europe & AccorHotels invites you to a Think Tank about Events, Channel Optimisation and more in Frankfurt Monday May 15th from 4 PM to 7 PM at [Novotel Frankfurt City](#).

This afternoon event, followed by networking and snacks, is FREE for both HSMAI members and non-members if you are working in the hotel and travel industry.

[SIGN UP FOR FREE](#)

## HSMAI Event Trend Barometer

Great corporate culture doesn't happen on its own accord and more and more companies use events to build their culture, and also more companies use events as part of their marketing strategy. HSMAI Region Europe have worked out an annual barometer for the developments in the event market – the HSMAI Event Trend Barometer.

## AccorHotels


A Big Thank you to AccorHotels in Germany that have distributed the survey to their clients in Germany. The result of the survey will be presented by **Andre Kaufman**, Regional Director of Business Development – EMEA, [LodgIQ](#)

The survey is neutral and not specific about any hotel chains, hotels or event agencies.

Hotel chains, hotels, event agencies and others that are interested in distributing this survey in their region/country can do so as long as they are corporate members of HSMAI

## Region Europe.

WHEN	WHAT	WHO
16:00	<p style="text-align: center;"><b>Welcome</b> By HSMAI Region Europe</p>	
16:20	<p><b>Channel Optimisation– Finding the right channel mix to drive future revenue</b> Join us for a discussion on how to effectively optimise your channels to maximise revenue. <b>Jens Boecker</b>, Director Business Development, <a href="#">OTA Insight</a></p>	
16:50	<p style="text-align: center;"><b>HSMAI Event Trend Barometer</b> <b>Andre Kaufman</b>, Regional Director of Business Development – EMEA, <a href="#">LodgIQ</a></p>	
17:10	<p><b>How is the event industry in Germany performing compared to other countries?</b> Discussions and sharing of ideas</p>	

18:00	Snacks and networking	
-------	-----------------------	---

**SIGN UP FOR FREE**

## HSMAI Region Europe Roadshow

HSMAI Europe, in partnership with [Nor1](#), [OTA Insight](#), [Hotelchamp](#), [Travel Tripper](#), [Avvio](#) and other partners will visit many of the European cities focusing on Digital Marketing, Distribution and Revenue Management. The partners may vary from city to city.

We will be visiting 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.

Powered by Eventbrite

**Our partner in Frankfurt:**

The logo features a blue icon on the left, resembling a stylized padlock or a keyhole with three vertical bars inside. To its right, the text "OTA" is written in a bold, blue, sans-serif font. Below "OTA", the word "Insight" is written in a larger, bold, blue, italicized serif font.

**OTA**  
***Insight***