

# Don't miss Steven van Belleghem in London

HSMAI Region Europe would like to invite you to join us for an educational and fun evening in London Tuesday 13 June from 4 PM to 7 PM

## When Digital Becomes Human

The main speaker of the event is **Steven van Belleghem** (below).

Steven is a thought leader on the transformation of customer relationships and the future of marketing. He is an expert in inspiring companies to become true customer-centric organizations in this high speed digital world. He is also the author of three bestselling books. His most recent book, *When Digital Becomes Human*, received the award of "Best Marketing Book of 2015".

We are delighted to have Steven as a speaker again. We need to focus on the urgent need for an extreme transformation of the customer relationship in today's high speed digital world.



*Steven's presentation had our dealers spellbound. He gave our organization a digital wake-up call with great humor and now a new world with exciting perspectives is waiting to be discovered.*

*– **Steve Vanslype**, Manager Marketing & Communication Vans, Mercedes-Benz*

*Steven is a regular keynote speaker at our events & every time his performance is an absolute highlight. He has a very unique & authentic style: leveraging a combination of academic depth and well-reasoned cases, he spices up his presentations with a great sense of humor.*

*– **Anthony Belpaire**, Google*

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The event will take place at the beautiful Rubens at the Palace Hotel

Address: 39 Buckingham Palace Rd, Westminster, London SW1W 0PS

# Programme for London:

WHEN	WHAT	WHO
16:00	<p align="center"><b>Welcome by HSMIAI Region Europe</b></p>	
16:15	<p align="center"><b>When Digital Becomes Human</b></p> <p>Steven is a thought leader on the transformation of customer relationships and the future of marketing. He is an expert in inspiring companies to become true customer-centric organizations in this high speed digital world. He is also the author of three bestselling books. His most recent book, When Digital Becomes Human, received the award of "Best Marketing Book of 2015".</p> <p align="center"><b>Steven van Belleghem</b></p>	
17:45	<p align="center"><b>Roundtable discussions – Session 1</b></p> <p>Concurrent sessions held by specialists in their field.</p>	

### **1. The Future of Direct Revenue**

The future of direct revenue and the role of smart technology in the hospitality industry are two of the hottest topics this year. Globally, hotels are searching for solutions to improve sales through their direct channels along with guest experience. With a majority of people booking hotels online, technology has become the ultimate disruptor where hoteliers need to align their strategy to compete fairly. Through this roundtable, Bas Lemmens will share his experience and expertise on the landscape and future of direct revenue and guest engagement by using smart technology.

**Bas Lemmens**, Business Development Global Accounts, Hotelchamp



### **2. Channel Optimisation – Finding the right channel mix to drive future revenue.**

Join us for a discussion on how to effectively optimise your channels to maximise revenue.

**Lee-Anne Prytherch**, Business Development Manager, OTA Insight



**3. How to identify the “sweet spots” of maximizing ancillary revenues throughout the life cycle of your guests, without nickel-and-diming them.**

Incremental Revenues. We all want them, right? We all know our hotels have plenty of opportunities. But at what point is the guest most likely to pay up? Do we know what they are buying? At what point do you present additional offers to your guests?

Are they unique and are all hotel departments involved in this process? What channels are we using to communicate with our guests? Do they work?

All questions every hotelier should ask themselves. Do you?

**Darko Bosancic**, Regional Director,  
Business Development- EMEA at Nor1



**4. 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



**18:05**

**Roundtable discussions – Session 2**

A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.




**18:25**

**Roundtable discussions – Session 3**

A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.



18:45	Snacks and networking	
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There might be some changes to the programme.

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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. 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

**A big thank you to our partners in London:**



**travel tripper**



**nor1**  
Upgrade Your Life<sup>®</sup>

**h Hotelchamp**

 **OTA**  
*Insight*