



HSMAI Region Europe in Helsinki Tuesday June 6th

HSMAI Region Europe would like to invite you to join us for an educational afternoon and evening in Helsinki Tuesday June 6th from 4 PM to 7 PM.

The event will take place at Radisson Blu Seaside. The address is Ruoholahdenranta 3, 00180 Helsinki, Finland.

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WHEN	WHAT	WHO
16:00	Welcome by HSMAI Region Europe	
16:15	Distribution Update: What are the current trends and challenges? What is hot, not and up and coming. Marco Corsi , 3rd party and distribution manager, Sokos Hotels / Radisson Blu Hotels & Resorts	

17:00

Roundtable discussions – Session 1

Concurrent sessions held by specialists in their field.



1. Mobile Dynamics: optimising your website for mobile booking and marketing

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 roundtable 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.





Rich Tuckwell, VP of Sales and Marketing, Avvio

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.

Thierry Collard, Business Development Manager Benelux & Nordic Countries, OTA Insight



17:20	<p>Roundtable discussions – Session 2</p> <p>A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.</p>	
17:40	<p>Snacks and networking</p>	

There might be some changes to the programme.

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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 directly in the hotel and travel industry.

A big thank you to our partners in
Helsinki:

AVVIO

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