

# Coming to a city near you

We would like to invite you to join us for an afternoon and evening of education and networking followed by drinks and snacks.

Its FREE to attend for both HSMIAI members and non members if you are working in the hotel and travel industry.

**See all the invitations in this letter and sign up today!**

**Barcelona:** [hsmia-europe.com/2017/05/18/hsmia-region-europe-in-barcelona-wednesday-may-31st/](https://hsmia-europe.com/2017/05/18/hsmia-region-europe-in-barcelona-wednesday-may-31st/)

**Madrid:** [hsmia-europe.com/2017/05/18/hsmia-region-europe-roadshow-in-madrid-thursday-june-1st/](https://hsmia-europe.com/2017/05/18/hsmia-region-europe-roadshow-in-madrid-thursday-june-1st/)

**Helsinki:** [hsmia-europe.com/2017/05/18/hsmia-region-europe-in-helsinki-tuesday-june-6th/](https://hsmia-europe.com/2017/05/18/hsmia-region-europe-in-helsinki-tuesday-june-6th/)

**Copenhagen:** [hsmia-europe.com/2017/05/18/hsmia-region-europe-in-copenhagen-wednesday-june-7th/](https://hsmia-europe.com/2017/05/18/hsmia-region-europe-in-copenhagen-wednesday-june-7th/)

**Stockholm:** [hsmia-europe.com/2017/05/18/dont-miss-goran-adlen-in-stockholm-june-8th/](https://hsmia-europe.com/2017/05/18/dont-miss-goran-adlen-in-stockholm-june-8th/)

**London:** [hsmia-europe.com/2017/05/09/dont-miss-steven-van-belleghem-in-london/](https://hsmia-europe.com/2017/05/09/dont-miss-steven-van-belleghem-in-london/)

**Dublin:** [hsmia-europe.com/2017/05/09/hsmia-region-europe-roadshow-in-dublin/](https://hsmia-europe.com/2017/05/09/hsmia-region-europe-roadshow-in-dublin/)

Have a wonderful evening!

**Ingunn Hofseth**  
**President & CEO**

**HSMIAI Region Europe**

## **About HSMIAI Region Europe**

*HSMIAI – Hospitality Sales and Marketing Association International – is a global organisation founded in the US in 1927. The Hospitality Sales and Marketing Association*

*International (HSMIAI) Region Europe is the European arm of the organisation based in London.*

## **Mission**

*The Hospitality Sales and Marketing Association International (HSMIAI) Region Europe is committed to growing business for the hotel, event and travel industry and their partners, and is the industry's leading advocate for intelligent, sustainable revenue growth on a local, national and European level. The association provides practical tools, insights, and cutting edge expertise to enable knowledge sharing and enhance professional development as well as fuel sales, inspire marketing, transform businesses digitally and optimise revenue.*

## **HSMIAI Region Europe Service Pledge**

*We pledge to provide transparent and neutral environments*

*We pledge to drive personal and professional growth*

*We pledge to be your industry point of reference*

*We pledge to provide you with cutting edge tools to grow your business*

*We pledge to go above and beyond to engage you*