

# **HSMAI                    Region                    Europe**

## **Leadership Day in Frankfurt**

**This year's HSMAI Leadership Day is set to take place at the Kempinski Hotel Frankfurt Gravenbruch in Frankfurt on Wednesday 6 September.**

The day will start with lunch at 12 pm, and will last for the remainder of the day and evening, ending with a dinner.

We will start the day with an update on our many activities, and will also focus on our own company culture. The day will consist of many Advisory Board meetings and other meetings in the afternoon, and then, in the evening, we will share the outcome with each other, followed by a working dinner.

**HSMAI Region Europe is working on the business plan/activity plan and the outcome will be added there.**

The Leadership Day is an internal event, just for our Advisory Board members from the industry, staff and the sponsors for the event.

We will be around 40 people. The following day HSMAI will have a full-day conference together with the Travel Industry Club, where we also will share the outcome from our leadership day.

Join us and many great speakers on 7 September! See the programme for 7 September here:

[www.cvent.com/events/the-future-of-customer-centricity-in-the-hospitaliy-industry/agenda-24a2d534cbff41a98a9b644f552e482b.aspx](http://www.cvent.com/events/the-future-of-customer-centricity-in-the-hospitaliy-industry/agenda-24a2d534cbff41a98a9b644f552e482b.aspx)

The goal is to have a sum total of 100 people at the conference.

We have arranged a special rate at the hotel. Please see here:

# Programme **HSMAI** Region **Europe** **Leadership** Day **Wednesday** **6** **September**

WHEN	WHAT
<b>12:00</b>	<b>Lunch</b>
<b>13:00</b>	<b>Welcome and Update on HSMAI by <i>Ingunn Hofseth</i></b> <b>Meet our sponsors for this event</b> 5 minutes each.

<p><b>13:40</b></p>	<p style="text-align: center;"><b>Introduction of the Moderator of the day, <i>Larry Hochman</i></b></p> <p>Larry is one of the most popular keynote speakers in the world (540 speeches in 72 countries) and a former European Business Speaker of the Year. He is one of the world’s most influential advisors on building organisations that deliver an exceptional customer experience.</p> <p>Before beginning his speaking career Larry was a Director at the loyalty management company Air Miles. His roles included Director of Customer Service and separately Director of People and Culture- Larry being the very first person in Europe to ever have this role and title, which became a benchmark for re-inventing HR departments all over the world.</p> <p>He was also a pioneer of corporate mentoring in Europe and has been the personal mentor to many top executives.</p> <p>Originally from America, Larry has lived in Europe for the past 26 years and currently resides in both London and Venice.</p> <p>His best-selling book, <i>The Relationship Revolution</i>, focused on customer loyalty in the digital age, was published in 2010.</p>
<p><b>13:55</b></p>	<p style="text-align: center;"><b>Update on Winning for Customer – The Service Pledge</b> By <i>Mia Touzin Leffler</i></p> <p style="text-align: center;"><b>The Service Pledge:</b> Please see video under the programme</p>

14:10	<p style="text-align: center;"><b>Update on the Digital Expert</b>  By <i>Margitte Verkruijsse-Reiner</i>  <b>HSMAI Digital Expert:</b> Please see video under the programme</p>
14:25	<p style="text-align: center;"><b>Coffee break</b></p>
14:45	<p><b>Separate meetings for the different Advisory Boards</b>  The Advisory Board meetings are opportunities for top executives to engage in a highly interactive roundtable format unique to HSMAI Region Europe, facilitating a deeper understanding of the factors driving change, and enabling them to find answers specific to their own business. We will work on the agenda with the chairs of the different advisory boards.<b>The Vision for 2020 for Hospitality</b>Each Advisory Board to discuss their expectations for the next 3 years in terms of how their function will evolve and develop to meet the global changes in the industry.The chair or someone else from the Advisory Board will share min. 3 key trends/developments that will/should happen in the next 3 years to the rest of the attendees at 17:15. Consolidation of trends from each function to give the overall vision for commercial departments in hospitality for 2020.(HSMAI Region Europe is working on the business plan/activity plan and the outcome will be added there).</p>
	<p style="text-align: center;"><b>Revenue Management Advisory Board</b></p>
	<p style="text-align: center;"><b>Distribution Advisory Board</b></p>

	<b>Sales Executive Advisory Board</b>
	<b>Digital Marketing Advisory Board</b>
	<b>Winning for Customers – The Service Pledge – Workgroup</b>
<b>16:45</b>	<b>Coffee break</b>
<b>17:15</b>	<b>Summary from the different meetings and discussions</b>
<b>19:15</b>	<b>Election for Advisory Boards members, board members and Chairs</b>
<b>20:00</b>	<b>Working dinner</b>

**A big thank you to our Gold Sponsors for our Leadership Day 2017**

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 **OTA**  
*Insight*

**The Service Pledge**

**HSMAI Digital Expert**