

# Welcome to HSMAI Region Europe first event in Brussels

You are invited to join us for an educational afternoon in Brussels, from 2 pm to 6:30 pm on Tuesday 10 October.

The event will take place at [Thon Hotel Brussels City Centre](#), Avenue du Boulevard 17, 1210 Bruxelles, Belgium.


It is FREE to attend for both HSMAI members and non-members if you are working directly in the hotel, event and travel industry.

For vendors the price is EUR 150.


You can sign up here!

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## Program

WHEN	WHAT	WHO
14:00	Registration, networking and coffee	

<p><b>14:30</b></p>	<p style="text-align: center;"><b>Welcome</b></p> <p style="text-align: center;"><b>Ingunn Hofseth</b>, President &amp; CEO HSMIAI Region Europe.</p> <p>HSMIAI Region Europe is launching a number of new pan-European activities and entering new European markets. Brussels is one of the new markets for HSMIAI. The world is becoming more accessible through increased use of social media, forcing companies to compete on a number of platforms, against a growing number of competitors. This is where we believe HSMIAI plays a valuable role within the industry. Through sharing knowledge and experience we encourage companies to learn from one another and share their skills to help the industry reach its true potential and overcome the new challenges hiding behind the next corner.</p>	
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<p><b>14:40</b></p>	<p><b>HSMIAI Region Europe Event Trend Barometer Survey 2017</b></p> <p>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. HSMIAI Region Europe have worked out an annual barometer for the developments in the event market – the HSMIAI Event Trend Barometer – and the survey will now take place in several countries, in close cooperation with local and international partners. <b>Per Griwell will update you on how Belgium is performing followed by Q&amp;A</b> <a href="#">Per Griwell</a>, Vice President, Commercial, Thon Hotels. Per is an experienced Commercial Vice President with a long history of working in the hospitality industry. Skilled in Food &amp; Beverage, Front Office, Hospitality Management, Business Travel, and Customer Service. Strong real estate professional with a Scandinavian Airlines Systems focused in Marketing &amp; Sales from Scandinavian Airlines Marketing &amp; Sales.</p>	
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<p><b>15:10</b></p>	<p><b>The service for unique value- service and loyalty in the digitale age</b></p> <p><b>Larry Hochman</b> 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. 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. He was also a pioneer of corporate mentoring in Europe and has been the personal mentor to many top executives. Originally from America, Larry has lived in Europe for the past 26 years and currently resides in both London and Venice. His best-selling book 'The Relationship Revolution', focused on customer loyalty in the digital age, was published in 2010.</p>	
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<p><b>16:10</b></p>	<p><b>Coffee break and networking</b></p>	
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<p><b>16:40</b></p>	<p><b>OTA Insight – Navigating the changing distribution landscape</b></p> <p>Using Smarter data insights to optimise pricing and revenue strategies across online channels.</p> <p>Meet our Diamond Sponsor <b>OTA Insight</b></p> <p><b>Thierry Collard</b>, Business Development Manager Benelux &amp; Nordic Countries, OTA Insight</p>	
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17:00	<p><b>Omni-channel 2.0 -“Optimise for PEOPLE not for search engines”</b></p> <p>Raul Alvarez Barrera, Director Digital Product &amp; Omnichannel UX, Carlson Rezidor.</p> <p>Raul has over 17 years of online work experience with great specialization in eCommerce developments, optimization and digital transformations. Along his career he has been in charge of managing highly demanding projects that require strategic, technical and operational planning. As a result, his technical acumen has evolved in breadth and has been supplemented with marketing and business strategy knowledge.</p>	
17:30	Drinks and networking	

## Sign up today!

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**A big thank you to our Diamond sponsor**



A big thank you to our host for  
this event

