



[HSMIAI event in Amsterdam- How Marketing is changing](#)

You are invited to join us for an educational afternoon in Amsterdam, from 2 pm to 7:00 pm on Thursday October 12th

The event will take place at [Tobacco Theatre](#), Nes 75-87, 1012 KD Amsterdam

It is FREE to attend for HSMIAI members. [You can sign up here!](#)

Program

WHEN	WHAT	WHO
14:00	Registration, networking and coffee	
14:30	<p>Welcome</p> <p>Ingunn Hofseth, President & CEO HSMIAI Region Europe.</p> <p>HSMIAI Region Europe is launching a number of new pan-European activities and entering new European markets. 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>	

<p>14:50</p>	<p>The service for unique value- service and loyalty in the digitale age</p> <p>Larry Hochman 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>15:50</p>	<p>Coffee break and networking</p>	
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<p>16:10</p>	<p>Change in hotel marketing</p> <p>How does the current marketing landscape look in the hotel industry, where are the chances and risks for hoteliers. Followed by Q&A.</p> <p>Lennert De Jong, Commercial Director, citizenM Hotels and member of HSMAI Europe Revenue Management Advisory Board.</p>	
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16:50

HSMIAI Region Europe Event Trend Barometer Survey 2017

Rob Van Der Beek, Sales director Benelux, France & UK, NH Hotels

Rob is a very commercially driven manager, teamplayer and networker. With +20 years of commercial experience in the European Hotel industry, both on property as well as on hotel chain corporate HQ's, he understands how the industry changes and operates. From hotel owned to managed and franchised properties with a prominent role for investors and share holders.

Rob Van Der Beek will update you on HSMIAI Region Europe's Event Trend Barometer 2017 followed by Q&A

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.



17:20

Update on the HSMIAI Region Europe Digital Expert Master Class

Margitte Verkruijsse-Reiner, Project Manager, HSMIAI Region Europe



17:40

Drinks and networking

