

[HSMAI and Hotelchamp webinar on Personalisation and Persuasion, the key to increase direct bookings](#)

In co-operation with HSMAI Region Europe's close partner Hotelchamp, we are delighted to be able to invite you as partaker of the HSMAI and Hotelchamp webinar on *Personalisation and Persuasion, the key to increase direct bookings*, held between 2 PM and 3 PM GMT (please check your local time on [registration page](#)) on Thursday 19 October 2017.

Around the world, hotels are searching for solutions to increase sales through their direct channels and improve their digital guest experience. With the majority of guests now booking online, technology has completely disrupted the traditional hotel distribution model, forcing hoteliers to revise their strategy in order to compete in this new digital ecosystem.

But by combining intuitive personalisation and tailored persuasion techniques, it is now possible to provide your website visitors with the same unique and individual experience that your hotel is famous for. Learn how to engage and interact with potential guests and optimise your direct channels to regain control of your revenue, profitability, customer engagement and data!

Speakers :

Hotelchamp: Jess Enright

Positioner: Fabian Messer

Welcome, one and all!

[Register today!](#)

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