

Join us in Amsterdam in April!

Every year a big group of HSMAI members and partners partake in our annual European conference concerning Revenue Management, Distribution and Marketing. All highly qualified within their field of expertise, who use the conference as a means to further development and in order to meet peers working within those fields.

The response has been very good, and this time we'll be an even larger group, and you are very welcome to join us at Europe's number one place for the latest trends and news in Revenue Optimization, Digital Marketing and Distribution for the travel, hospitality and event industry.

Tuesday 10 April and Wednesday 11 April 2018, at [Novotel](#), co-located with [HITEC Amsterdam 2018](#) – and you are very welcome to attend.

The combination of HSMAI Region Europe events makes the occasion indispensable for leaders across various disciplines.

HSMAI Region Europe's Annual Revenue Optimization Conference (ROC) and Digital & Distribution Optimization Conference 2018 (DOC) co-located with HITEC Amsterdam 2018.

Top experts and inspirational speakers, sharing their insights and tips on Revenue Optimization, Digital Marketing and Distribution. In the evening you are welcome to join us and enjoy great music, dinner, networking and our Awards Ceremony.

You can already sign up today to secure Early Bird rate!

Wednesday 11 April

We have developed a new concept called Curate – An HSMAI Executive Insights Forum.

This event is by invitation only, and the attendees at Curate must be senior executives from the new Organizational Memberships Companies.

One of the unique aspects of the event will be the corporate attendee composition and conversation that is across all disciplines of sales, marketing, distribution, service operation, and revenue management, as well as company types represented in HSMAI Organizational Membership.

Please contact us for more information at postbox@hsmi.eu

Our partnership with Accor Hotels is excellent, and the hotel will more or less be branded HSMAI throughout these two days. We can promise a fabulous programme!

We expect approximately 300 attendees.

You will find a designated Facebook event at [this address](#).

Meanwhile – have a great weekend!



Warm Regards,
Ingunn Hofseth
President & CEO
HSMAI Region Europe