

[HSMAI Region Europe 2017/2018](#)

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[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 dinner.

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

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:

www.kempinski.com/KIFRA1/en/booking/booking-room-availability/

Programme HSMIAI Region Europe Leadership Day Wednesday 6 September

WHEN	WHAT
12:00	Lunch

<p>13:00</p>	<p style="text-align: center;">Welcome and Update on HSMAI by <i>Ingunn</i> and introduction of the Moderator of the day, <i>Larry Hochman</i></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>13:30</p>	<p style="text-align: center;">Meet our sponsors for this event 5 minutes each.</p>
<p>13:55</p>	<p style="text-align: center;">Update on Winning for Customer – The Service Pledge By <i>Mia Touzin Leffler</i></p> <p style="text-align: center;">The Service Pledge: Please see video under the programme</p>

14:10	<p align="center">Update on the Digital Expert By <i>Margitte Verkruijsse-Reiner</i> HSMIAI Digital Expert: Please see video under the programme</p>
14:25	Coffee break
14:45	<p>Separate meetings for the different Advisory Boards The Advisory Board meetings are opportunities for top executives to engage in a highly interactive roundtable format unique to HSMIAI 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:</p>
	Revenue Management Advisory Board
	Distribution Advisory Board
	Sales Executive Advisory Board
	Digital Marketing Advisory Board

	Customer Loyalty & Relationship Management Advisory Board
	Destination Marketing Advisory Board
	Winning for Customers – The Service Pledge – Workgroup
	New website in the pipeline – Workgroup
16:45	Coffee break
17:15	Summary from the different meetings and discussions
19:15	Election for Advisory Boards members, board members and Chairs
20:00	Dinner

A big thank you to our Gold Sponsor for our Leadership Day 2017



The Service Pledge

HSMAI Digital Expert

HSMAI Region Europe ROCET in Paris Thursday 9 November 2017

HSMAI Region Europe had an event in Paris Wednesday 10 May at AccorHotels head office. We are happy to announce that we will be back in Paris Thursday 9 November 2017.

It will be a full-day programme on Revenue Management called HSMAI ROCET. Afterwards there will be a possibility for you to get globally certified as a Certified Revenue Management Executive (CRME).

We start at 9 am and the programme will last until 5 pm, followed by an hour's digital certification for those completing the CRME exam, shortly followed by networking and drinks.

About HSMAI ROCET

Fuel your revenue management future with this fast-paced one-day conference from HSMAI, producer of the annual industry-leading Revenue Optimization Conference



(ROC). ROCET will deliver tactical, strategic, and leadership insights for hotel revenue managers. Recommended also for the full hotel executive team to help develop a collaborative total hotel revenue strategy. This event is tailored to meet the national needs for them that prefer not to travel. HSMAI and our partners will do the travelling and join you in your city so you will save the travel costs.

About the Certified Revenue Management Executive (CRME)

The CRME designation is a recognition that you are:

A professional in the field of revenue management and clearly conversant with its intricacies and importance.

Competent to develop an infrastructure to support revenue management within the framework of an organisation.

Able to maximise revenue opportunities and optimise profits by managing revenue.

Capable of making informed decisions to accept or reject pieces of business to meet overall organisational goals.

Proficient at the art and science of revenue management

Fees to attend ROCET only:

HSMAI member from the industry: EUR 195

Non-member from the industry: EUR 395

HSMAI members that are suppliers, vendors and technology partners: EUR 495

Non-member suppliers, vendors and technology partners: EUR 615

Fees to attend ROCET and to take the CRME Certification:
CRME Application, Digital CRME Study Guide & Exam Fee

HSMAI member: EUR 695

Non-member: EUR 795

All prices are excl. VAT.

Powered by Eventbrite



Want to become member of HSMAI Region Europe?

Individual hotels, destination companies, restaurants, or other companies in the hotel and travel industry: For 1-3 persons on the unit level the price is EUR 895 for 12 months excl VAT.

As a member you get access to 6 free national afternoon events in Paris.

[Sign up today!](#)

HSMAI Region Europe Associated Membership: For suppliers, vendors and technology partners the price is from EUR 2,950 for 12 months excl VAT. As a member you get a special member rate for our local events in Paris too.

[Sign up today!](#)

Special offer!

The 10 first companies to sign up for membership can attend the ROCET for FREE (not included the CRME certification). First come, first served!

Questions? Please email bgb@hsmi.no or call: +47 916 52 873

[HSMAI Region Europe ROCET in London Wednesday 8 November 2017](#)

Sign up today for a full day programme on Revenue Management called HSMAI ROCET. Afterwards there will be a possibility for you to get globally certified as a Certified Revenue Management Executive (CRME).

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The Future of Customer Centricity in the Hospitality Industry

The journey to customer centricity in today's fast-paced world is and will not be an easy endeavor. Technology is changing consumer dynamics rapidly and it becomes more and more difficult for companies to successfully initiate long-

term customer retention strategies.

The Travel Industry Club (TIC) and HSMAI Region Europe are hosting a Hospitality Symposium at the Kempinski Hotel Frankfurt Gravenbruch looking deeper into this topic together with experts in this field. Come and hear some of the industry's top innovators, thought leaders, and marketers share their expertise and listen to some of the most successful case studies and best practises in the hospitality industry.



The symposium will be opened by a keynote from Larry Hochman about “The service for unique value – service and loyalty in the digitale age”. 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. Before beginning his speaking career Larry was a Director at the loyalty management company Air Miles. He was also a pioneer of corporate mentoring in Europe and has been the personal mentor to many top executives.

After this, Steven van Belleghem will do a keynote on the topic “When Digital Becomes Human”. Steven is a thought leader on the transformation of customer relationships and the future of marketing. He is an expert in inspiring companies to become true customer-centric organizations in this high speed digital world. He is also the author of three bestselling books. His most recent book, When Digital Becomes Human, received the award of “Best Marketing Book of 2015”. Steven gave keynotes in over 30 countries around the world and knows how to thrill



his audience:

Steven's presentation had our dealers spellbound. He gave our organization a digital wake-up call with great humor and now a new world with exciting perspectives is waiting to be discovered. □

– Steve Vanslype, Manager Marketing & Communication Vans, Mercedes-Benz

Steven is a regular keynote speaker at our events & every time his performance is an absolute highlight. He has a very unique & authentic style: leveraging a combination of academic depth and well-reasoned cases, he spices up his presentations with a great sense of humor.

– Anthony Belpaire, Google □

The afternoon will be filled with two very interesting and relevant panel discussions. The first one will be discussion “The unstable world – How it will affect the travel and hospitality industry?” where current events and happenings and their influence on the hospitality industry will be discussed. The second panel will focus on “What are the current trends and challenges? What is hot, not and up and coming?”

[All participating panelists can be found on our event-website.](#)

After this we will offer a large number of Roundtable Sessions so that participants can discuss brand new topics in small groups and exchange their ideas with excellent speakers and coworkers. Please have a look at our event-website to see what topics are covered by which speaker.

Join us for an interactive and inspirational day!

Thursday, 7 September, 2017, starting at 09:30 at Kempinski Hotel Frankfurt Gravenbruch, Graf-zu-Ysenburg-und-Büdingen-Platz 1, Neu-Isenburg 63263

[Sign up here!](#)

Fees*

- HSMAI/TIC Members: 199 EUR (HSMAI members: enter code **MEMBER@HSMAI**)
- Non-Members: 349 EUR

*All prices indicated are subject to VAT.

More information as well as the full day program can be found online on our event-website her: <http://www.cvent.com/events/the-future-of-customer-centricity-in-the-hospitaliy-industry/event-summary-24a2d534cbff41a98a9b644f552e482b.aspx>

We look forward to seeing you on September 7th, 2017.

A big thank you to our Sponsor



[HSMAI Meeting: The Value of](#)

Benchmarking your Marketing Data

HSMAI Region Europe would like to invite you to join us for an educational afternoon and evening in London Tuesday July 25th from 6.30 PM – 8.00 PM followed by networking, drinks and snacks

Topic: The Value of Benchmarking your Marketing Data – London 4/5 Star Market



Mark Forrester, Chairman of creative and digital agency 80 DAYS, specialists in the luxury hospitality and travel sectors, will share valuable insight into the marketing performance of the 4 and 5 star hotel markets in London from the first 6 months of 2017. This will include discussion of marketing metrics such as total website visits, traffic to booking engines, bounce rates, website conversion rates, average order values and the performance of desktop vs. mobile and tablets. Mark will

also cover the importance of benchmarking your marketing metrics on a regular basis and how best to use this data to help further your digital marketing activity and overall performance.

Its FREE to attend for HSMAI members. If this is your first

meeting with HSMAI and you plan to become member now you can also attend for free

If you are a vendor/supplier the fee is 95 Euro ex VAT.

This afternoon event will take place from 6.30 PM to 8.00 PM followed by networking, drinks and snacks at the trendy CitizenM Tower of London. The address is 40 Trinity Square, London EC3N 4DJ.

Prior to this event we will have a planning meeting to set our calendar of events in London moving forward. The planning meeting will also take place at the CitizenM Tower of London on Tuesday the 25th of July at 5.00 PM to 6.30 PM. If you are interested to attend the planning meeting please send an email to Benedicte Gilroy Bøgh at bgb@hsmmai.no

Powered by Eventbrite

Scandic Hotels' Fiskers honoured with HSMAI Region Europe's Outstanding Leadership Award

Scandic Hotel's long-standing President and CEO Frank Fiskers is the first European travel and hospitality executive to be awarded HSMAI Region Europe's Outstanding Leadership Award.

Friday 16 June saw the celebration of Scandic Hotel's withdrawing Frank Fiskers, after more than seven years as the

hotel chain's President and CEO – and a quarter of a century in leading positions in travel and hospitality.

Mr. Fiskers invited friends and colleagues to an after work gathering at the Scandic No 53 in Stockholm last Friday evening, including HSMIAI Region Europe's President and CEO Ingunn Hofseth, who surprised the industry champion with HSMIAI Region Europe's newly launched *Outstanding Leadership Award*.

The HSMIAI Region Europe jury states the following reason for awarding Mr. Fisker the recently introduced prize:

HSMIAI Region Europe is honoring Frank Fiskers as a visionary leader with great passion for the hospitality industry. His amazing achievements, positive energy and special gift for speaking publicly has made him well respected in the hotel and travel industry globally. He has held leadership roles in the hotel industry for 25 years across multiple countries throughout Europe and Africa. Frank Fiskers has held a number of top executive positions, in reputable hotel corporations such as Carlson Rezidor Hotel Group and Hilton Hotels Worldwide.

For more than 7 years he has been the President and CEO of Scandic Hotels and led Scandic to world-wide recognition and multiple awards for its outstanding work within Sustainability. Scandic has almost doubled from 130 to 230 hotels under his leadership and he has raised the group to the strongest share price in the world among all listed hotel companies. He has also been a driver behind getting "accessibility" on the agenda of the hotel industry.

His ability to develop his leaders and empower them is exemplary and makes him a role model in the industry. He also understands the importance of helping out and giving back to industry associations, like our own HSMIAI, in order for the industry as a whole to progress and thrive. Congratulations!

“I am profoundly honoured by this award from HSMAI. My journey with leading Scandic has been an amazing experience and I am of course delighted over it being recognised in this way,” Mr. Fiskers says, in response to the surprise.

“We are very thankful for Frank Fiskers’ commitment, both to the industry and to HSMAI over the years, and hope to see many years of continued cooperation, where ever he may land in the wake of his Scandic era,” says HSMAI Region Europe President and CEO Ingunn Hofseth, who caught Mr. Fiskers by surprise, as she presented the award in Stockholm last Friday night.

Photo: Scandic Hotels’ departing president & CEO Frank Fiskers. Photograph from Scandic Hotels.

[Sign up for the Global Revenue Management Certification \(CRME\) in Amsterdam](#)

HSMAI Region Europe will be in Amsterdam for the CRME certification on Wednesday 31 May.

On Wednesday 31 May HSMAI Region Europe will host an interactive Revenue Management workshop, after which the participants will complete the globally recognised CRME certification exam.

The certification workshop will last from 10 am until 3 pm. It will take place at stayokay’s office: Timorplein 21a,1094 CC, Amsterdam

The more you know, and the more you can prove you know, the better ROI you can provide to your employer or prospective employer, the more you can improve your company's bottom line, and the better you can position yourself in your chosen discipline.

[Sign up here](#)



A great trainer

We manage to get a great trainer for the workshop, Paul van Meerendonk. He is the Chair of our Revenue Management Advisory Board and Senior Manager, Advisory Services in IDEaS.

See

here: <http://hsmi-europe.com/2017/03/29/ideas-executive-to-chair-hsmi-region-europes-revenue-management-advisory-board/>

About the CRME

The CRME designation is recognition that you are:

1. A professional in the field of revenue management and clearly conversant with its intricacies and importance
2. Competent to develop an infrastructure to support revenue management within the framework of an

organization

3. Able to maximize revenue opportunities and optimize profits by managing revenue
4. Capable of making informed decisions to accept or reject pieces of business to meet overall organizational goals
5. Proficient at the art and science of revenue management

Pricing

HSMAI Region Europe CRME workshop, digital CRME Study Guide and certification exam. Workshop includes coffee, tea and lunch.

HSMAI Region Europe Members: EUR 695

Non-members: EUR 795

[Sign up here](#)

How do I earn the CRME designation?

For more information and the application form, please contact Benedicte on bgb@hsmi.no

So far HSMAI Region Europe has CRME certified many top professionals from each of the following companies:

AccorHotels

Avvio

citizenM Hotels

Copenhagen Admiral Hotel

Crown Moran Hotel

Diamond Resorts International

Duetto

First Hotels

HotelPartner Yield Management

Hotel Tonight

IDEaS Revenue Solutions, a SAS Company

Iberostar

Infor
Infor EasyRMS
Kempinski Hotels SA
Louvre Hotels Group
Mövenpick Hotels & Resorts
OTA Insight
Parkdean Holidays
Pricematch
Reburg & Partners
Sabre Hospitality
SANA Hotels
Scandic Hotels
Short Stay Group
SnapShot GmbH
Sokos Hotels
Steigenberger Hotel Group
Thon Hotels
Top Gahn Quality Coaching
25hours Hotels

The CRME designation, often used as a post-nominal, is a recognition that those who have qualified are:

- Professionals in the field of revenue management and clearly conversant with its intricacies and importance
- Competent to develop an infrastructure to support revenue management within the framework of an organisation
- Able to maximise revenue opportunities and optimise profits by managing revenue
- Capable of making informed decisions to accept or reject pieces of business to meet overall organisational goals
- Proficient at the art and science of revenue management

After passing the exam you will be appointed globally Certified Revenue Management Executives, entitled to add the CRME designation to your name.

HSMAI Profile: John Power

John Power
VP of EMEA Sales
Travel Tripper

Travel Tripper have become a valued partner of HSMAI Region Europe. Together we will put more focus on the independent hotels in Europe. You will meet John from Travel Tripper in [Barcelona](#), [Madrid](#), [London](#) and [Dublin](#) for our Roadshow.

Q: What does a day at work consist of for you?

A: As the VP of Sales in the EMEA region, I am responsible for overseeing the growth and success of Travel Tripper here in Europe, where we are a relatively new company. One of the most exciting aspects of my job is that no 2 days are ever the same. Online demos, meetings, calls and contract negotiations are part of everyday life as well as working alongside and supporting my sales team. I also work closely with our marketing team to ensure we are getting our branding correct, attending the right shows, and growing our name recognition in Europe.

Q: What's the best part of your job?

A: Traveling with work is amazing, but being able to educate hoteliers and sell technology to different regions is a huge undertaking. Learning about the selling cultures and business

models of different countries is incredible rewarding , both for Travel Tripper and myself.

Q: Do you have anyone you've looked up to?

A: In business, I have always looked at Ryanair's CEO Micheal O'Leary as someone to look up to. Micheal has transformed Ryanair into one of the most profitable budget airlines in the world, and has forced the aviation industry to rethink its business models for the 21st century. I may not agree with all his methods, but maybe this is why he is the billionaire.

Q: Do you have any nice traditions at your office?

A: Having an office full of salespeople brings plenty of competition. We have weekly competition evenings. We are very lucky to have a table tennis in the office with leads to many broken hearts as well as bruised egos. We also have our sales leader board and bell for new clients that are signed.

Q: How long have you been a member of HSMIAI?

A: As Travel Tripper is new to Europe, we are new members to HSMIAI. However, I have been involved with the HSMIAI for many years with several different companies.

Q: What do you think is the best thing about HSMIAI?

A: It is so important that we have organisations like HSMIAI to bring this sector together and share our thoughts and knowledge in as many regions as possible.

Q: Are there any activities or projects you think HSMIAI should start up?

A: We would like to see stronger involvement with independent hotels in Europe, as they are the lifeblood of the hospitality industry here. The smaller properties often don't have the same access to resources and useful information as the bigger brands and groups do. Having educational activities that

targets this particular group is important.

Q: Describe your perfect weekend.

A: I am a total outdoor junkie, so if I'm not taking part in triathlons or going on Sunday morning cycling trips, I'm probably windsurfing or taking part in some sort of water based activity. After both I love to socialise with family and friends.

Q: If you were trapped on a desert island, what would you take with you, if you could choose one thing?

A: My surfboard.

Q: What is the title of the book about your life?

A: Can't stop, won't stop!

Q: What is your next travel destination?

A: Tarifa in Spain. Its actually the most southern point of Spain. I've been going to Tarifa for over 25 years, it's amazing. One of the best places in the world to windsurf.

Q: Do you have any special hobbies?

A: Water sports such as windsurfing, standup paddle boarding, and surfing. If the waves aren't great I love cycling and running.

Q: Thank you for your time. Do you have any personal comments?

A: The hospitality sector is constantly evolving and as such, we need as many events and platforms to share our knowledge as possible. The HSMIAI has a very important role within this sector, bringing both its members and vendors together so we can listen and learn from each others' experiences.

[HSMAI Region Europe Roadshow in Madrid Thursday June 1st](#)


HSMAI Region Europe would like to invite you to join us for an educational afternoon and evening in Madrid Thursday 1 June from 4 PM to 7 PM.



The event will take place at Meliá Madrid Princesa. The address is: Calle de la Princesa, 27, 28008 Madrid.

Powered by Eventbrite

Its FREE to attend for both HSMAI members and non-members if you are working in the hotel and travel industry.

Programme for Madrid 1 June:

WHEN	WHAT	WHO
16:00	Welcome by HSMAI Region Europe	

<p>16:15</p>	<p>In today's technology-driven age, customers expect digital communication at every stage of their journey and tailored to themselves individually.</p> <p>Travel operators across the globe are stepping up their game when it comes to expanding to new markets and reaching their current and future target demographics.</p> <p>Niklas Schlappkohl, HSMAI Europe Digital Marketing Advisory Board Chairman, will be covering strategic localization opportunities in new emerging markets.</p>	
<hr/>		
<p>17:45</p>	<p>Roundtable discussions – Session 1 Concurrent sessions held by specialists in their field.</p>	
<hr/>		

1. The Emotive Booking Path: Leveraging emotion to grow direct

Digitalisation has brought choice to consumers. But how can you ensure that your guests have an emotional connection to your hotel, even before they stay with you? You can start by creating a seamless and consistent experience, which can often be a challenge in itself. Through compelling storytelling and creating a personalised experience, you're making more of a connection with your potential guests. This interactive presentation will explore more about how digital technology has changed the way hotels connect with guests by rewarding loyalty.

Rich Tuckwell, VP of Sales and Marketing, Avvio



2. Channel Optimisation- Finding the right channel mix to drive future revenue.

Join us for a discussion on how to effectively optimise your channels to maximise revenue.

Nati Pérez, Business Development Manager, OTA Insight



3. Shifting revenue share from OTA to direct – Strategies to increase direct bookings

Even shifting just a few rooms per day from OTA bookings to direct bookings can make a big impact to your hotel's profits. But how can hotels implement a successful direct booking strategy? There is more to it than simply setting up a hotel website. In this roundtable, we'll talk about key strategies that hotels need to know to boost direct bookings. Specifically, we'll cover website and booking engine optimization, and how to use the same tactics that OTAs use on their own websites to increase bookings. We'll also discuss how digital marketing plays an important role in the sales cycle and how to use it to direct traffic to your own site instead of OTA sites.

John Power, VP of EMEA Sales at Travel Tripper



	<p style="text-align: center;">4. The Future of Direct Revenue</p> <p>The future of direct revenue and the role of smart technology in the hospitality industry are two of the hottest topics this year. Globally, hotels are searching for solutions to improve sales through their direct channels along with guest experience. With a majority of people booking hotels online, technology has become the ultimate disruptor where hoteliers need to align their strategy to compete fairly. Through this roundtable, Marco van Velzen will share his experience and expertise on the landscape and future of direct revenue and guest engagement by using smart technology.</p> <p style="text-align: center;">Marco van Velzen, Account Manager Spain, Hotelchamp</p>	
<p>18:05</p>	<p style="text-align: center;">Roundtable discussions – Session 2</p> <p>A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.</p>	
<p>18:25</p>	<p style="text-align: center;">Roundtable discussions – Session 3</p> <p>A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.</p>	

18:45

Snacks and networking



There might be some changes to the programme.

Powered by Eventbrite