

# 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 HSMAI Region Europe's President and CEO Ingunn Hofseth, who surprised the industry champion with HSMAI Region Europe's newly launched *Outstanding Leadership Award*.

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

*HSMAI 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 HSMIAI. 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 HSMIAI 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 HSMIAI 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@hsmmai.no](mailto:bgb@hsmmai.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 HSMAI?

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

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

**A:** It is so important that we have organisations like HSMAI 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 HSMAI 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.

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

## Programme for Madrid 1 June:

WHEN	WHAT	WHO
<b>16:00</b>	<b>Welcome by HSMIAI Region Europe</b>	
<b>16:15</b>	<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><b>Niklas Schlappkohl</b>, HSMIAI Europe Digital Marketing Advisory Board Chairman, will be covering strategic localization opportunities in new emerging markets.</p>	
<b>17:45</b>	<b>Roundtable discussions – Session 1</b> Concurrent sessions held by specialists in their field.	

**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><b>4. The Future of Direct Revenue</b></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><b>Marco van Velzen</b>, Account Manager Spain, Hotelchamp</p>	
<p><b>18:05</b></p>	<p><b>Roundtable discussions – Session 2</b></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><b>18:25</b></p>	<p><b>Roundtable discussions – Session 3</b></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

## [Don't miss Göran Adlén in Stockholm June 8th](#)

**HSMAI Region Europe would like to invite you to join us for an educational and fun afternoon and evening in Stockholm Thursday June 8th from 4 PM to 7 PM**

**Venue: Scandic Continental**

Powered by Eventbrite

### **Programme for Stockholm:**

WHEN	WHAT	WHO

16:00

Welcome by HSMAI Region Europe



16:15

## Trend report

**Göran Adlén är en av Sveriges främsta framtidsanalytiker och mest eftertraktade föreläsare. Han talar om ledarskap, kommunikation, varumärken och trender och inspirerar allt från små ledningsgrupper till tusentals åhörare.**

Att se in i framtiden är inte lätt. Vissa hävdar till och med att det är omöjligt. Men det finns några personer bland oss som kan göra mycket kvalificerade bedömningar av hur framtidens trender och tendenser kommer att se ut. Göran Adlén är en av dessa personer. Han har gjort framtiden till sin specialitet och hjälper dagens verksamheter att vara beredda på morgondagens utmaningar och möjligheter.



Göran Adlén är civilekonom, creative director och reklamare som har arbetat med flera internationella varumärken. I över 13 år var han lärare i marknadsföring och marknadsanalys på IHM Business School, men är sedan 16 år tillbaka en av Sveriges mest efterfrågade föreläsare, utbildare och rådgivare med över 3 000 genomförda föreläsningar i bagaget.

2014 blev Göran Adlén "Årets föreläsare" och fick det prestigefulla Narrenpriset av Svenska Eventakademin. Han har flera gånger blivit nominerad till "Årets talare" och fått hedersomnämning vid "Stora Talarpriset" tre år i rad. När Göran Adlén inte föreläser jobbar han med skräddarsydda utbildningar för företag eller som konsult för både stora och små verksamheter med strategiska framtidsfrågor. Han är även författare till fyra böcker, bland annat storsäljaren "Framtiden är inte vad den brukade vara".

*Göran Adlén is one of Sweden's most attractive lecturers. He will share from his new trend report, presented in Stockholm the day before, about the absolute most important trends in the world at the moment. The presentation will be in Swedish.*





<p><b>17:45</b></p>	<p><b>Mobile Dynamics: optimising your website for mobile booking and marketing</b></p> <p>Digitalisation has brought choice to consumers. Hoteliers have had to develop multi-channel distribution strategies. The biggest players have developed omni-channel strategies to ensure their customers enjoy a seamless and consistent experience whether they book online through mobile, tablet, desktop or offline in a store or over the phone. This interactive presentation will explore more about how digital technology has changed the way hotel brands connect with guests through a 24/7 relationship both in and out of stay, and from finding a hotel, to checking in, during the stay and after departure.</p> <p><b>Rich Tuckwell</b>, VP of Sales and Marketing, Avvio</p>	
<p><b>18:05</b></p>	<p><b>Snacks and networking</b></p>	

There might be some changes to the programme.

Powered by Eventbrite

## HSMAI Region Europe Roadshow

HSMAI Europe, in partnership with [Nor1](#), [OTA Insight](#), [Hotelchamp](#), [Travel Tripper](#), [Avvio](#) and other partners will visit many of the European cities focusing on Digital Marketing, Distribution and Revenue Management. The partners may vary from city to city.

We will be visiting the following cities:

CITY	WEEKDAY	DATE
Paris	Wednesday	10 May
Frankfurt – Pre-IMEX	Monday	15 May
Barcelona	Wednesday	31 May
Madrid	Thursday	1 June
Helsinki	Tuesday	6 June
Copenhagen	Wednesday	7 June
Stockholm	Thursday	8 June
London	Tuesday	13 June
Dublin (breakfast meeting)	Wednesday	14 June
Oslo	Tuesday	20 June
Amsterdam		Autumn

Brussels		Autumn
Berlin		Autumn

It is **FREE** to attend for people working directly in the hotel and travel industry.

**A big thank you to our partner in Stockholm:**

**AVVIO**




**BE MORE DIRECT**




---

**[HSMAI Region Europe in Helsinki Tuesday June 6th](#)**

**HSMAI Region Europe would like to invite you to join us for an educational afternoon and evening in Helsinki Tuesday June 6th from 4 PM to 7 PM.**

The event will take place at Radisson Blu Seaside. The address is Ruoholahdenranta 3, 00180 Helsinki, Finland.

WHEN	WHAT	WHO
<b>16:00</b>	<b>Welcome by HSMIAI Region Europe</b>	
<b>16:15</b>	<b>Distribution Update:</b> What are the current trends and challenges? What is hot, not and up and coming. <b>Marco Corsi</b> , 3rd party and distribution manager, Sokos Hotels / Radisson Blu Hotels & Resorts	
<b>17:00</b>	<b>Roundtable discussions – Session 1</b> Concurrent sessions held by specialists in their field.	

	<p><b>1. Mobile Dynamics: optimising your website for mobile booking and marketing</b></p> <p>Digitalisation has brought choice to consumers. Hoteliers have had to develop multi-channel distribution strategies. The biggest players have developed omni-channel strategies to ensure their customers enjoy a seamless and consistent experience whether they book online through mobile, tablet, desktop or offline in a store or over the phone. This interactive roundtable will explore more about how digital technology has changed the way hotel brands connect with guests through a 24/7 relationship both in and out of stay, and from finding a hotel, to checking in, during the stay and after departure.</p> <p><b>Rich Tuckwell, VP of Sales and Marketing, Avvio</b></p>	
	<p><b>2. Channel Optimisation – Finding the right channel mix to drive future revenue.</b></p> <p>Join us for a discussion on how to effectively optimise your channels to maximise revenue.</p> <p><b>Thierry Collard, Business Development Manager Benelux &amp; Nordic Countries, OTA Insight</b></p>	
<p><b>17:20</b></p>	<p><b>Roundtable discussions – Session 2</b></p> <p>A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.</p>	

17:40	Snacks and networking	
-------	-----------------------	---

There might be some changes to the programme.

Powered by Eventbrite

## HSMAI Region Europe Roadshow

HSMAI Europe, in partnership with [Nor1](#), [OTA Insight](#), [Hotelchamp](#), [Travel Tripper](#), [Avvio](#) and other partners will visit many of the European cities focusing on Digital Marketing, Distribution and Revenue Management. The partners may vary from city to city.

We will be visiting the following cities:

CITY	WEEKDAY	DATE
Paris	Wednesday	10 May
Frankfurt – Pre-IMEX	Monday	15 May
Barcelona	Wednesday	31 May
Madrid	Thursday	1 June
Helsinki	Tuesday	6 June

Copenhagen	Wednesday	7 June
Stockholm	Thursday	8 June
London	Tuesday	13 June
Dublin (breakfast meeting)	Wednesday	14 June
Oslo	Tuesday	20 June
Amsterdam		Autumn
Brussels		Autumn
Berlin		Autumn

It is **FREE** to attend for people working directly in the hotel and travel industry.

**A big thank you to our partners in Helsinki:**

# AVVIO

BE MORE DIRECT



---

## HSMAI Region Europe in Copenhagen Wednesday June 7th


HSMAI Region Europe would like to invite you to join us for an educational afternoon and evening in Copenhagen Wednesday June 7th from 4 PM to 7 PM.




The event will take place at Scandic Palace Hotel. The address is Rådhuspladsen 57, 1550 Copenhagen.

Powered by Eventbrite

WHEN	WHAT	WHO
------	------	-----



<p><b>16:00</b></p>	<p><b>Welcome by HSMIAI Region Europe</b></p>	
<p><b>16:15</b></p>	<p><b>Distribution Update:</b> What are the current trends and challenges? What is hot, not and up and coming. The HSMIAI Region Europe Distribution Advisory Board holds its planning meeting in Copenhagen the same day and you will meet some of the Advisory Board members and Richard Biggs will update you about the outcome.</p> <p><a href="#">See here for the members of the Distribution Advisory Board</a></p> <p><b>Richard Biggs</b>, Sr. Vice President – Revenue Optimization &amp; Distribution, The Rezidor Hotel Group and Vice Chair HSMIAI Region Europe Distribution Advisory Board</p>	
<p><b>17:00</b></p>	<p><b>Roundtable discussions – Session 1</b> Concurrent sessions held by specialists in their field.</p>	

	<p><b>1. Mobile Dynamics: optimising your website for mobile booking and marketing</b></p> <p>Digitalisation has brought choice to consumers. Hoteliers have had to develop multi-channel distribution strategies. The biggest players have developed omni-channel strategies to ensure their customers enjoy a seamless and consistent experience whether they book online through mobile, tablet, desktop or offline in a store or over the phone.</p> <p>This interactive roundtable will explore more about how digital technology has changed the way hotel brands connect with guests through a 24/7 relationship both in and out of stay, and from finding a hotel, to checking in, during the stay and after departure.</p> <p><b>Rich Tuckwell</b>, VP of Sales and Marketing, Avvio</p>	
	<p><b>2. Channel Optimisation– Finding the right channel mix to drive future revenue.</b></p> <p>Join us for a discussion on how to effectively optimise your channels to maximise revenue.</p> <p><b>Thierry Collard</b>, Business Development Manager Benelux &amp; Nordic Countries, OTA Insight</p>	
<p><b>17:20</b></p>	<p><b>Roundtable discussions – Session 2</b></p> <p>A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.</p>	

17:40	Snacks and networking	
-------	-----------------------	---

There might be some changes to the programme.

Powered by Eventbrite

## HSMAI Region Europe Roadshow

HSMAI Europe, in partnership with [Nor1](#), [OTA Insight](#), [Hotelchamp](#), [Travel Tripper](#), [Avvio](#) and other partners will visit many of the European cities focusing on Digital Marketing, Distribution and Revenue Management. The partners may vary from city to city.

**We will be visiting the following cities:**

CITY	WEEKDAY	DATE
Paris	Wednesday	10 May
Frankfurt – Pre-IMEX	Monday	15 May
Barcelona	Wednesday	31 May
Madrid	Thursday	1 June
Helsinki	Tuesday	6 June

Copenhagen	Wednesday	7 June
Stockholm	Thursday	8 June
London	Tuesday	13 June
Dublin (breakfast meeting)	Wednesday	14 June
Oslo	Tuesday	20 June
Amsterdam		Autumn
Brussels		Autumn
Berlin		Autumn

It is **FREE** to attend for people working directly in the hotel and travel industry.

**A big thank you to our partners in Copenhagen:**



# AVVIO

**BE MORE DIRECT**

*Photo from HSMIAI Region Europe ROC & DOC in Amsterdam March 2017.*

---

## **[HEDNA in Dublin June 12-15, 2017](#)**

**HEDNA's Global Distribution Conference will be held in Dublin, Ireland from June 12-15, 2017.**

HEDNA will host Education Tuesday, featuring morning sessions and afternoon workshops on June 13. The conference will be

held at the Croke Park Conference Center, guestrooms at the Croke Park Hotel.

**HEDNA have given HSMIAI members a special price to attend their conference.**

Price: \$395.00 HSMIAI Education Tuesday Pass

Price: \$1,195.00 HSMIAI Full Three Day Conference Pass

Price: \$995.00 HSMIAI Tuesday + Wednesday Two Day Pass

Sign up here for HEDNA:  
<https://hedna.site-ym.com/events/EventDetails.aspx?id=962756>

---

## **Webinar: The hotel industry of 2020**

Today's hotels are facing an increase in rapidly developing technology and ever more demanding customers. But what do we expect the *guest of 2020* to look like and what *technology system* do hoteliers need to have in order to keep up with the changing guest expectations?

[IDeaS](#) partnered with Revinatate and SiteMinder and surveyed hundreds of leading hoteliers from across the world and asked their opinion on the future of hotel technology and what they thought the industry of 2020 would look like.

To present the research findings, a live webinar was hosted by **Dr. Peter O'Connor** of ESSEC Business School at the beginning of the year. You can now watch the on-demand version at your convenience [here](#).

A condensed summary of findings can also be seen in this cool infographic – [view here](#) (don't forget to zoom in!)



## Don't miss Steven van Belleghem in London

HSMAI Region Europe would like to invite you to join us for an educational and fun evening in London Tuesday 13 June from 4 PM to 7 PM

### **When Digital Becomes Human**

The main speaker of the event is **Steven van Belleghem** (below).

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".

We are delighted to have Steven as a speaker again. We need to focus on the urgent need for an extreme transformation of the customer relationship in today's high speed digital world.



*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*

Powered by Eventbrite

The event will take place at the beautiful Rubens at the Palace Hotel

Address: 39 Buckingham Palace Rd, Westminster, London SW1W 0PS



# Programme for London:

WHEN	WHAT	WHO
16:00	<p align="center"><b>Welcome by HSMAI Region Europe</b></p>	
16:15	<p align="center"><b>When Digital Becomes Human</b></p> <p>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”.</p> <p align="center"><b>Steven van Belleghem</b></p>	
17:45	<p align="center"><b>Roundtable discussions – Session 1</b></p> <p>Concurrent sessions held by specialists in their field.</p>	

## **1. The Future of Direct Revenue**

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, Alexander will share insights on the landscape of direct revenue and guest engagement by using smart technology.

**Alexander ten Hoedt**, Market Leader in Hotel Website Personalization, Hotelchamp



## **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.

**Nadine Holly**, Business Development Manager, OTA Insight



**3. How to identify the “sweet spots” of maximizing ancillary revenues throughout the life cycle of your guests, without nickel-and-diming them.**

Incremental Revenues. We all want them, right? We all know our hotels have plenty of opportunities. But at what point is the guest most likely to pay up? Do we know what they are buying? At what point do you present additional offers to your guests?

Are they unique and are all hotel departments involved in this process? What channels are we using to communicate with our guests? Do they work?

All questions every hotelier should ask themselves. Do you?

**Darko Bosancic**, Regional Director,  
Business Development- EMEA at Nor1



**4. 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



**18:05**

**Roundtable discussions – Session 2**

A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.




**18:25**

**Roundtable discussions – Session 3**

A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.



18:45	Snacks and networking	
-------	-----------------------	---

There might be some changes to the programme.

Powered by Eventbrite

HSMAI Europe, in partnership with [Nor1](#), [OTA Insight](#), [Hotelchamp](#), [Travel Tripper](#), [Avvio](#) and other partners will visit many of the European cities focusing on Digital Marketing, Distribution and Revenue Management. Our partners will vary from city to city.

## We will visit the following cities:

CITY	WEEKDAY	DATE
Paris	Wednesday	10 May
Frankfurt – Pre-IMEX	Monday	15 May
Barcelona	Wednesday	31 May
Madrid	Thursday	1 June
Helsinki	Tuesday	6 June

Copenhagen	Wednesday	7 June
Stockholm	Thursday	8 June
London	Tuesday	13 June
Dublin (breakfast meeting)	Wednesday	14 June
Oslo	Tuesday	20 June
Amsterdam		Autumn
Brussels		Autumn
Berlin		Autumn

**A big thank you to our partners in London:**



**travel tripper**

**nor1**  
Upgrade Your Life<sup>®</sup>

**h Hotelchamp**

 **OTA**  
***Insight***