

Ingunn Weekly: A Thank You!

We have got valuable advices from our members on the european Sales Advisory Board on our newly developed HSMAI Region Europe Event Trend Barometer. All the questions are now completed and I have to say it has become very good.

Next week

We have been collecting email addresses to corporate buyers (MICE) in several countries in Europe and a big thank to the members that has helped us. The survey will start next week but if you reach out to us by early next week you are still able to help out.

HSMAI and our members from the **hotel, event and travel industry** (www.hsmai.eu) are reaching out to them about a survey we are conducting about events. More and more companies use events, from smaller meetings to larger conference/congresses, to build their culture and as part of their marketing strategy. HSMAI Region Europe have decided to get more involved in the event industry by starting the HSMAI Event Awards, and now the new Event Trend Barometer – an annual barometer for the developments in the event market.

The survey should only take 10 minutes, and their responses are completely anonymous and will be collated with others by HSMAI, with the aim to find out how to advance the event industry. The final result will be presented in HSMAI's own channels, i.e. online, at our events, magazines, and through appropriate external channels. **From all who complete the survey HSMAI will draw 5 participants who will get a stay at a hotel for a weekend for two persons included breakfast at an**

optional destination in Europe.

HSMIAI – Hospitality Sales and Marketing Association International – **is a global organization founded in the US in 1927.** The Hospitality Sales and Marketing Association International (HSMIAI) Region Europe is the European arm of the organisation. HSMIAI Region Europe is committed to growing business for the hotel, event and travel industry and their partners, and is the industry's leading advocate for intelligent, sustainable revenue growth on a local, national and European level. The association provides practical tools, insights, and cutting edge expertise to enable knowledge sharing and enhance professional development as well as fuel sales, inspire marketing, transform businesses digitally and optimise revenue.

If you have any questions about the survey and/or want to help us to reach out to your customers, please email us: postbox@hsmiai.eu

We really appreciate your help!

Have a wonderful weekend



Warm Regards,
Ingunn Hofseth
President & CEO
HSMIAI Region Europe

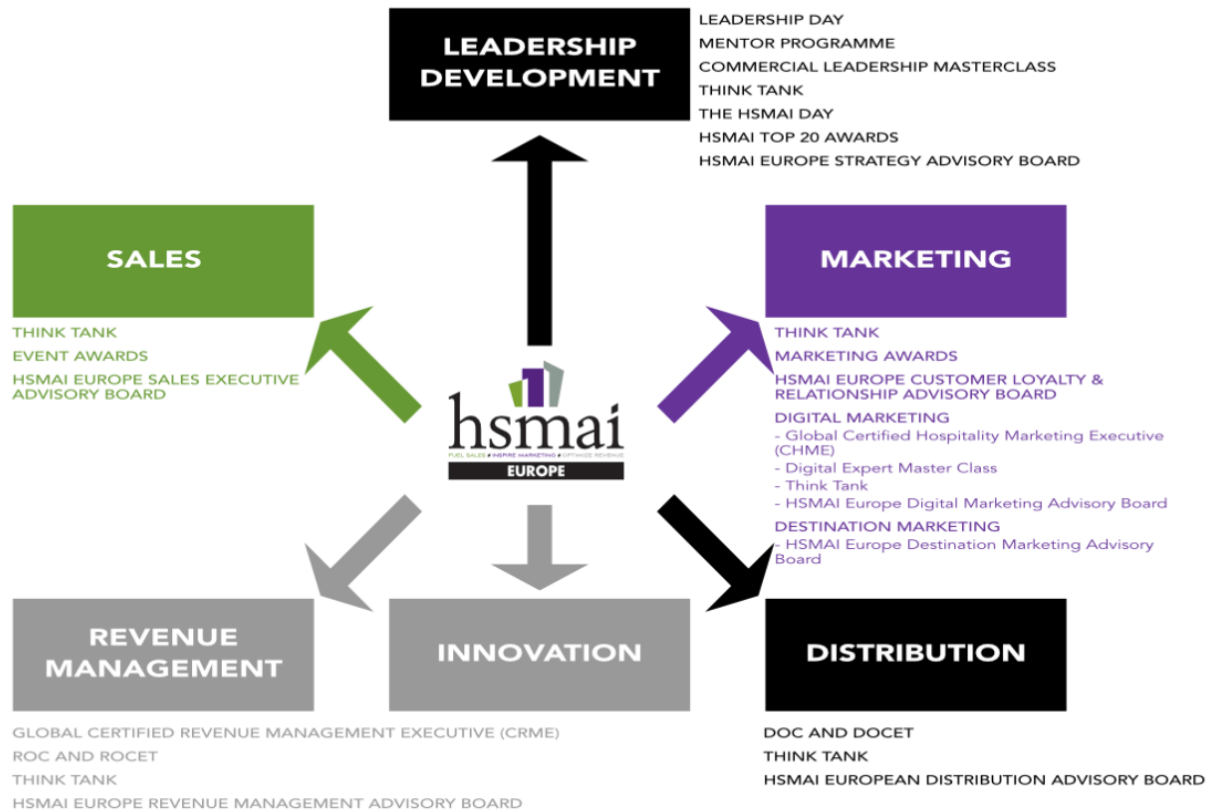
A rewarding week – and HSMAI America's 90th anniversary

What a week it has been for us in HSMAI, starting off with the Norwegian HSMAI Day in Oslo! We would like to take the opportunity to thank all those who contributed, as speakers and panelists – and, of course, the participants. Simultaneously an Oslo meeting took place, gathering corporate customers as advisors, with the 10 January HSMAI Meeting and Event Exchange in mind.

Last Tuesday morning we set off to Frankfurt, in preparation of the following day's HSMAI Region Europe Leadership Day, consisting of loads of updates and discussions, attended by a great number of our many Advisory Boards' members.

Among other things the various Advisory Boards held separate meetings for several hours, working on their respective definitions and visions for the year 2020. We are preparing for the future with a strong focus on the following:

HSMAI Region Europe 2018



We have managed to create a sound corporate culture, in which everybody contributes, among whom many with high level of qualifications, on a European as well as a global level. They enjoy getting involved in HSMAI and to meet like-minded colleagues, and where they can contribute to the further development of the industry.

On Thursday we co-hosted a conference in Frankfurt with our German partners Travel Industry Club (TIC), where we also reported on the outcome of our Leadership Day.

It has in fact been less than three years since we started working exclusively pan-European, including countries such as Germany, and we already work closely with many of the most prominent companies in Europe. We are thankful. We will continue to work with our many Advisory Boards to drive the industry forward.

The first pan-European Leadership Day took place in Frankfurt in September 2015. Last September it was held on the French riviera. This year we returned to Frankfurt, but next year will be somewhere else in Europe.

Bob Gilbert (American and Global HSMIAI President & CEO) and I are soon meeting again, to determine how we together can cooperate in order to create more global synergies, while retaining national and regional proximity.

This week HSMIAI in the US celebrated its 90th anniversary. We congratulate and salute them! We are so proud of our mutual history. I am sorry that I wasn't able to attend the celebration, but luckily I was able to show this six-minute-long video in last Thursday's Frankfurt conference:

Have a good weekend, and hope to see you soon!



Warm regards,
Ingunn Hofseth
President & CEO
HSMIAI Region Europe

***Photo:** From HSMIAI Region Europe and Travel Industry Club's joint Frankfurt conference on Thursday 7 September 2017.*

[Winning for Customers](#)

Providing excellent service is more important today than it ever was, and as we know the process needs to start in every company's top management. Which is why we are very pleased to announce that this week Mia Touzin Leffler visited Oslo for three long days working on Linda Ramberg and Kari-Anne

Røisland's respective certifications.

Within a month's time both will be certified to coach future customers through the programme on HSMAI's behalf, with more coaches to come.

The updated programme that our certified coaches are to present to our customers has been made available here:

Prepare to win (PowerPoint presentation)

Text continues under the picture.



The Service Pledge.

If you are interested in learning what this means, please do not hesitate to get in touch.

The certification process will be made available to others in London in the end of July. Please see this page:

hsmai-europe.com/2017/04/27/get-certified-as-an-executive-

[coach-to-facilitate-service-pledge-workshops/](#)

The updated programme that our certified coaches are to present to our customers has been made available here:

Prepare to win (PowerPoint presentation)

Have a great day!



Warm regards,
Ingunn Hofseth
President & CEO
HSMIAI Region Europe

Photo: Workshop situation. Stock photo from PhotoAlto, digitally enhanced by HSMIAI newsdesk.

Coming to a city near you

We would like to invite you to join us for an afternoon and evening of education and networking followed by drinks and snacks.

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

See all the invitations in this letter and sign up today!

Barcelona: hsmiai-europe.com/2017/05/18/hsmiai-region-europe-in-barcelona-wednesday-may-31st/

Madrid: hsm-ai.com/2017/05/18/hsm-ai-region-europe-roadshow-in-madrid-thursday-june-1st/

Helsinki: hsm-ai.com/2017/05/18/hsm-ai-region-europe-in-helsinki-tuesday-june-6th/

Copenhagen: hsm-ai.com/2017/05/18/hsm-ai-region-europe-in-copenhagen-wednesday-june-7th/

Stockholm: hsm-ai.com/2017/05/18/dont-miss-goran-adlen-in-stockholm-june-8th/

London: hsm-ai.com/2017/05/09/dont-miss-steven-van-belleghem-in-london/

Dublin: hsm-ai.com/2017/05/09/hsm-ai-region-europe-roadshow-in-dublin/

Have a wonderful evening!

Ingunn Hofseth
President & CEO

HSM- AI Region Europe

About HSM- AI Region Europe

HSM- AI – Hospitality Sales and Marketing Association International – is a global organisation founded in the US in 1927. The Hospitality Sales and Marketing Association International (HSM- AI) Region Europe is the European arm of the organisation based in London.

Mission

The Hospitality Sales and Marketing Association International (HSM- AI) Region Europe is committed to growing business for the hotel, event and travel industry and their partners, and is the industry’s leading advocate for intelligent, sustainable revenue growth on a local, national and European level. The association provides practical tools, insights, and cutting edge expertise to enable knowledge sharing and enhance professional development as well as fuel sales, inspire

marketing, transform businesses digitally and optimise revenue.

HSMIAI Region Europe Service Pledge

We pledge to provide transparent and neutral environments

We pledge to drive personal and professional growth

We pledge to be your industry point of reference

We pledge to provide you with cutting edge tools to grow your business

We pledge to go above and beyond to engage you

Ingunn Weekly: The Service Pledge

At our european leadership day in France in September we decided to move on with the development of our important initiative – The Service Pledge. The program consist of workshops, gamifications and Awards.

This week we have been in Spain, hosting the first internal pilot workshop for the service pledge together with a few potential trainers. Mia Touzin is HSMIAI Region Europe Education Adviser and she works part time for us. She is the Former Field Leader, Hospitality and Event Management degree programmes at the University of West London. She also has background from the industry as well as from Glion in Switzerland. She has been developing the program for us and

also facilitating the workshop and we have gone through all the material and the well documented model to work out a company's service pledge. During the workshop we have also worked out a proposal for HSMIAI Region Europe Service Pledge. More about that later.

Here is a little more information on why we are doing this:

In business today it's all about the customer experience. Everything is getting more and more transparent and margins for errors are so small. Even if the customers are the most valued assets, there is not so common for companies to have their own service pledge. Most companies have a vision and a set of values. We believe it should be equally important to have a service pledge – what customers can expect from us – and also to communicate that to their customers.

We introduced the program during our leadership day in France and got very good feedback and among other that this will become amongst the best programs we have ever done. In our conference in Amsterdam, the ROC & DOC at the 29th and 30th we will introduce the program. Our role (Mia) will be to certify trainers that will act on our behalf in different countries and we are working on the business model as we speak

Next step will be a meeting in Amsterdam March 30th. See here:

Introduction to The Service Pledge, how to become a certified trainer and to learn about the benefits to your organisation
Sign up here: <http://hsmairoc.eu/think-tanks/>

About HSMIAI Region Europe:

Vision

The leading meeting place of the industry.

Mission

The Hospitality Sales and Marketing Association International (HSMIAI) Region Europe is committed to growing business for the

hotel, event and travel industry and their partners, and is the industry's leading advocate for intelligent, sustainable revenue growth on a local, national and European level.

The association provides practical tools, insights, and cutting edge expertise to enable knowledge sharing and enhance professional development as well as fuel sales, inspire marketing, transform businesses digitally and optimise revenue.

Values

Our values show in all we do – from the development of activities to communication with our members and partners.

Engaging

Enabling

Connecting

Have a great weekend!



Warm regards,
Ingunn Hofseth
President & CEO
HSMIAI Region Europe

Mike Leven

Yesterday some of us were lucky enough to spend more or less the entire day with Mike Leven. Few, if any, fascinate me more than him. He is one of the most prominent US hotel icons, but it is his warmth, wisdom, humility and commitment to leadership, customer service, which is quite unique, and the way he works to improve and empower those around him, that really makes him stand out.

Mike has been working internationally all his life, and is up-to-date in most areas, including politics. I have had the distinct pleasure to have him as my mentor for three years, and counting, but now it's time to take it to the next stage, coaching future mentors for the HSMAI Region Europe Mentor programme.

"Everybody" wants a piece of Mike Leven, who is more than happy to share his fortune with worthy benefactors. HSMAI in America received USD 1.5 million, and named their *Leadership Day* after him.

The University of Florida just recently received USD five million. Mike Hampton, Dean of Chaplin School of Hospitality & Tourism Management at Florida International University shared parts of the day with us yesterday, and today we're returning the visit.

We are really looking forward to that. If you're interested in becoming or to have a mentor, please don't hesitate to get in touch.

Please also see this presentation on The Service Pledge, which is another big HSMAI Region Europe project (click the icon):



We wish you a terrific weekend!



Warm regards,
Ingunn Hofseth
President & CEO
HSMIAI Region Europe

Top photograph: Young Ngyuen, Founder and CEO, d2o, Brigitte Gruber, Founder and Managing Director, Reburg & Partners; Per Griwel, VP Commercial, Thon Hotels; Mike Leven, Volunteer CEO, Georgia Aquarium; Ingunn Hofseth, President and CEO, HSMIAI Region Europe; Mike Hampton, Dean, Florida International University; Jarle Moen, Thief Executive Officer, THE THIEF; Roksel Miha, PA and Project Manager, HSMIAI Region Europe, in Florida, 17 January 2017.

Ingunn Weekly: Corporate Culture

We at HSMAI Region Europe are very lucky to work with many not only knowledgeable but also supportive and positive people.

As well as our team members, also many of our advisors and supporters bring such wonderful positive energy to each meeting and call, and we can count on their support in the good times and the bad. This is very important to us: we want to work with people with a positive attitude. This is not to wash away potential issues or disagreements as we are always open for feedback and work for the best for the industry. But the people we work closely with, like our own team, always stand behind HSMAI and lift each other up. Together we ensure that we keep growing and developing – and don't forget to have some fun too!

With this I wish you all very happy holidays and a positive and successful New Year 2017!



Warm regards,
Ingunn Hofseth
President & CEO
HSMAI Region Europe

Season's Greetings

HSMAI Region Europe wants to thank you for a wonderful year. 2016 has seen many great events, activities and ideas. We can't wait to continue our work with you in 2017!

Wishing you Happy Holidays and All the Best for the New Year 2017!

From HSMAI Region Europe team:

Ingunn Hofseth, President & CEO

Roksela Miha, PA to President & CEO and Project Manager

Benedicte Gilroy Bøgh, Office Manager

Linda M. Ramberg, Project Manager

Kaisla Saastamoinen, Education Manager

Jarle Petterson, Communications Officer

Egil Kaland, Controller

Hans Poortvliet, Managing Director HSMAI Netherlands

Full focus on Stockholm

Photo: Edward Rogers, Account Manager, Avvio, Jan Lundberg, Vice President Revenue Management & Distribution, Scandic Hotels and a member of HSMIAI Region Europe Revenue Management Advisory Board; and Ingunn Hofseth, President & CEO, HSMIAI Region Europe, at the Distribution & Marketing Strategy Conference in Stockholm on 10 November 2016.

We were close to 80 people at HSMIAI Region Europe's very first full-day conference in Stockholm yesterday, with a lot of attendees from corporate offices and independent hotels.

We are very happy with that and it's very promising for the future in Sweden. We will be listening to our growing number of members in Sweden, working directly in the hotel, travel and event industry, in order to plan our many future activities there.

We will be in Stockholm for two days at the end of this month to work out how HSMIAI Region Europe will best serve our growing number of members in Sweden. We will put a plan together with them for 2017-2018.

Since our membership consists of members on different levels, we need activities for both corporate and unit level members. We will have different types of events specifically for example for C-level personnel, Sales and Marketing Directors, Revenue Managers, General Managers and many more.

If you are interested in being involved with us and our activities in Sweden, please contact us on postbox@hsmiai.eu

Have a nice weekend!



Warm regards,
Ingunn Hofseth
President & CEO
HSMIAI Region Europe

[Sign up now: Amsterdam 29th and 30th March 2017](#)

In between our many events this autumn we at HSMIAI Region Europe have been working on our plans for Amsterdam at end of March 2017. As many of you have heard and can [read more about the partnership in our press release here](#), we are co-locating some of our annual key events with HITEC Amsterdam, taking

place at RAI Convention Centre in Amsterdam on 28th to 30th March 2017.

By co-locating our events with HITEC Amsterdam we are looking forward to continuing the great partnership we have with HFTP who are the organisers of the world's largest Hospitality Industry Technology Exposition and Conference (HITEC) which brings together over 5,500 individuals from the hospitality technology community and is held each year in a different city in the United States. HITEC Amsterdam will be a smaller version of the same concept taking place in Europe. Frank Wolfe, the CEO of HFTP is so innovative and hard-working, and we look forward to working closely with his team on the events.

On Wednesday 29th March we will organise our 7th Annual HSMAI Region Europe Revenue Optimization Conference (ROC Europe) as well as our Digital and Distribution Conference (DOC Europe), the two events bringing together industry leaders and top professionals in Revenue Management, Digital Marketing and Distribution across Europe. The conferences are followed by our annual HSMAI Region Europe Awards in the same evening.

On Thursday 30th March we organise several by-invitation-only Think Tanks of about 15 people each on the following topics: Revenue Management, Distribution, Digital Marketing, Customer Loyalty and Relationship Management, Sales, Service Operation, and Event Marketing. The Think Tanks are for high-level professionals working directly in the hospitality industry and some of our sponsors. After the morning of individual Think Tanks, over a 2 hours long working lunch the groups come together to share and discuss the key takeaways.

We look forward to these events and look forward to seeing many of you there!

[Sign up already now for D0C here to secure Early Bird Rate](#)

[Sign up already now for R0C here so you can secure Early Bird Rate](#)

Have a wonderful day!



Warm regards,
Ingunn Hofseth
President & CEO
HSMIA Region Europe