

[HSMIAI Region Europe 2017/2018](#)

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[HSMIAI Region Europe Leadership Day in Frankfurt](#)

This year's HSMIAI 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 HSMIAI 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).

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

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[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

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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 HSMAI, 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.*

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 HSMIAI'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:

hsmi-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.

[Sign up for the Global Revenue Management Certification \(CRME\) in Berlin on 19 July](#)

HSMIAI Region Europe will be in Berlin for the CRME certification on Wednesday 19 July.

On that day HSMIAI 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 2 pm until 6 pm and will take place at the Head Office to [SnapShot](#).

Address: Kurfürstendamm 212, 10719 Berlin:

Programme:

14:00: Arrival and introductions

14:15: Workshop

16:30: Coffee break

16:45: Exam

17:45: Wrap up

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.

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The trainer for the day is [Janel Clark](#), Head of Consultancy & Education at SnapShot.



Janel is a qualified hotel Revenue Management professional and trainer with a passion for hotels and a wide knowledge of

Revenue Management, distribution and digital marketing. She is a confident and competent team leader with excellent communication and training skills and the ability to motivate and drive the team to success. Janel is able to demonstrate sound commercial and financial awareness. She is experienced in the 4*- 5* independent and chain properties in UK and international markets.

See Janel's LinkedIn profile [here](#).

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 organisation
3. Able to maximise revenue opportunities and optimise profits by managing revenue
4. Capable of making informed decisions to accept or reject pieces of business to meet overall organisational 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

How do I earn the CRME designation?

For more information and the application form, please contact Benedicte on bgb@hsm.ai.

So far HSM AI 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.

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: hsmia-europe.com/2017/05/18/hsmia-region-europe-in-

[barcelona-wednesday-may-31st/](#)

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

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

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

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

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

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

Have a wonderful evening!

Ingunn Hofseth
President & CEO

HSMIAI Region Europe

About HSMIAI Region Europe

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

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.

HSMAI 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

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 HSMAI 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.