

Join HSMAI's ROCET in Paris on Thursday 9 November

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 4 pm, followed by an hour of digital certification for those completing their CRME exam, shortly followed by networking and drinks.

Venue TBA!

Sign up today!







It's free for HSMAI members working directly in the hotel industry:


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About 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.

Programme ROCET

WHEN	WHAT	WHO
09:00	Registration, networking and coffee	
09:30	Welcome by HSMIAI Region Europe	
09:50	<p>Latest Industry Status and Future Forecast with a focus on how France is performing</p> <p>Sarah Duignan, Director of Client Relationships – STR</p>	
10:35	<p>Navigating the changing distribution landscape</p> <p>How smarter data insights can help to optimise pricing and revenue strategies across online channels.Lea Chlebowsky, Business Development Manager-France, OTA Insight</p>	
11:20	Coffee break and networking	
11:50	<p>Hotelier's increasing challenge – too many systems, too much data</p> <p>Mark Forrester, Chairman, 80 Days</p>	

12:35	<p align="center">Lunch and networking</p> <p>Special message to CRME candidates: This will be a working lunch for you together with the trainer Janel Clark</p>	
13:35	<p align="center">Communication: the next generation skillset for Revenue Managers; the leaders of tomorrow</p> <p>As the role of the Revenue Manager continues to evolve, where does the position sit within the organisation, what is the level of influence and how key is it to the success of the business? As Revenue Management becomes more strategically important, what skills do we need to develop to be able to fulfil the role.</p> <p align="center">Janel Clark, Founder, NextGenRevenue</p>	
14:20	TBA	
15:05	Wrap-up	
15:30	Drinks and networking	
16:00	<p align="center">We are getting ready for the certification and the exam</p> <p align="center">This is just for those who is getting certified (CRME)</p>	

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:

HSMIAI member from the industry: Free!

Non-member from the industry: EUR 195

HSMIAI members that are suppliers, vendors and technology partners: EUR 195

Fees to attend ROCET and to take the CRME Certification:

CRME Application, Digital CRME Study Guide & Exam Fee.

HSMIAI member: EUR 695

Non-member: EUR 795

All prices are excl. VAT.

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A big thank you to our Diamond Partner:



**Join HSMAI's ROCET at
TripAdvisor's HQ in London on
Wednesday 8 November**

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 4 pm, followed by an hour of digital certification for those completing their CRME exam, shortly followed by networking and drinks.

The event will take place at [TripAdvisor](#)'s HQ in London. The address is 7 Soho Square, London, W1D 3QB

Sign up today!

An important point: We will need the names of all delegates latest 48 hours in advance of the meeting. Otherwise the reception security cannot admit you & we would hate to have people arrive who cannot come in.


It's free for HSMIAI members working directly in the hotel industry:

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10:35	<p>Navigating the changing distribution landscape How smarter data insights can help to optimise pricing and revenue strategies across online channels. James Parsons, Global Director – Customer Success & Operations, OTA Insight</p>	
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14:20	TBA Niels Mekenkamp , CRME, Director Hospitality PreSales – EMEA, Infor Hospitality and member of HSMIAI Region Europe Revenue Management Advisory Board	
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A big thank you to our Diamond Partner:



HSMAI and Hotelchamp webinar on Personalisation and Persuasion, the key to increase direct bookings

In co-operation with HSMAI Region Europe's close partner Hotelchamp, we are delighted to be able to invite you as partaker of the HSMAI and Hotelchamp webinar on *Personalisation and Persuasion, the key to increase direct bookings*, held between 4 PM and 5 PM CET (please check your local time on [registration page](#)) on Thursday 19 October 2017.

Around the world, hotels are searching for solutions to increase sales through their direct channels and improve their digital guest experience. With the majority of guests now booking online, technology has completely disrupted the traditional hotel distribution model, forcing hoteliers to revise their strategy in order to compete in this new digital ecosystem.

But by combining intuitive personalisation and tailored persuasion techniques, it is now possible to provide your website visitors with the same unique and individual experience that your hotel is famous for. Learn how to engage and interact with potential guests and optimise your direct channels to regain control of your revenue, profitability, customer engagement and data!

Speakers:

Hotelchamp: Jess Enright

Positioner: Fabian Messer

Welcome, one and all!

[Register today!](#)



[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).

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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.

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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.

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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](#)

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HSMAI Region Europe preliminary activity plan 2017

HSMAI Region Europe events calendar 2017

January 2017

11th: Connect with HSMAI – Oslo

16th: HSMAI Holland: Educational / New Year's Reception – Amsterdam

18th: HSMAI and Cornell meeting on strength-based approaches

in entrepreneurial and innovative environments – Oslo

19th: Connect with HSMIAI – London

25th: Meeting & Event Exchange – Oslo

25th: HSMIAI Norway Marketing Awards – Oslo

25th: HSMIAI Norway Young leaders Awards- Oslo

March 2017

7th: HSMIAI Region Europe pre ITB event focusing on Sales and Event Marketing. We will present the HSMIAI Event Trend Barometer results – Berlin

29th: HSMIAI Region Europe Revenue Optimization Conference ROC and Digital & Distribution Optimization Conference DOC – Amsterdam

29th: HSMIAI Region Europe Awards – Amsterdam

30th: HSMIAI Region Europe by-invitation-only Think Tanks on several topics for different audiences: Digital Marketing, Revenue Management, Distribution, Customer Loyalty and Relationship Management, Sales, Service Operation, and Event Marketing – Amsterdam

30th: HSMIAI Region Europe Revenue Management Workshop and Global Revenue Management Certification (CRME) – Amsterdam

June 2017

13th June: Customer centricity in a digital world, Steven van Belleghem, Keynote speaker og inspirator- Stockholm

20th June: HSMIAI Service Awards, The shop of the year Award by Oslo Retail Association and HSMIAI Summer Party – Oslo

September 2017

4th: HSMIAI Day- Grand Hotel Oslo

6th: Leadership Day –Kempinski Hotel Frankfurt Gravenbruch

7th: HSMAI Region Europe and TIC Hospitality Symposium. In collaboration with Travel Industry Club Germany – Frankfurt

27th September: Topic and destination TBC

October 2017

9th: HSMAI Event Awards Norway- Grand Hotel Oslo

November 2017

HSMAI Region Europe Annual Digital Marketing Event at WTM

Date to be announced:

HSMAI Region Europe Special Interest Meetings – smaller event about 30 to 50 people, in many cities across Europe: London, Dublin, Oslo, Paris, Stockholm, Copenhagen, Helsinki, Amsterdam, Berlin, Frankfurt, Munich, Hamburg, Barcelona, Madrid and other European cities

Connect with HSMAI – smaller event about 30 to 50 people, in many cities across Europe: London, Dublin, Oslo, Paris, Stockholm, Copenhagen, Helsinki, Amsterdam, Berlin, Frankfurt, Munich, Hamburg, Barcelona, Madrid and other European cities