

First national HSMAI Region Europe meeting in Amsterdam

You are invited to our first official national event in Amsterdam on January 29th from 16.00-19.00 at the [DoubleTree by Hilton Amsterdam CS](#).

It is free for HSMAI members.

Program

16.00 – 16.30 Welcome & registration

16.30 – 17.30 How to innovate to catch up with future travel



Technology is changing the way we travel. Innovation is required to stay competitive in the hotel and travel industry. But how to spot and decide which technology and innovation may change the future of travel. We will be looking into some of today's hypes and digital opportunities for 2018.

Meet innovator Morten Rynning. He is Co- founder of [Aispot](#) and [CityQ](#). Aispot makes a mobile platform and shared apps for the travel industry. CityQ is a new electric vehicle and ride sharing service to reduce car traffic in cities.

17.30 – 19.00 New Years Drinks

How to register?

[Please follow this link to register for this event.](#)

Hope to see you there!

Cancellation Policy

Your attendance to this event is free of charge, but not entirely without obligation. If you register, we expect you to attend. If, for any reason, you are not able to attend please let us know by phone, text message or e-mail.

You can cancel your registration until 24 hours before the start of the event. After that and in case of no-show we will charge you € 95,- plus VAT. Thank you for your understanding.

HSMAI in USA and HSMAI Europe are presenting a new membership option

A new option for membership in HSMAI is available for 2018: Organizational Membership. With an Organizational Membership, the company will be the HSMAI member, and multiple corporate employees will have access to a wide-range of unique member benefits.

Organizational membership benefits

A voice in the development of content, insights, and educational programs that represent the voice of and advocate for sales, marketing, distribution, service operation, and revenue management.

Executives from Organizational Members will have the unique opportunity to share trends and predictions that will guide the priorities for the content and educational programs that will be produced by the association through a uniquely facilitated Curate – an HSMAI Executive Insights Forum event that will be held two times per year. It is a singular opportunity to connect with contemporaries around emerging issues and growing trends — resulting in invaluable insights that can help them and their companies lead through the most critical business concerns that the industry is, and will be, dealing with.

The first Curate will take place in Amsterdam on April 11th (The day after ROC & DOC) and in London on September 13th 2018.

Read more about the new membership options in Europe here:

[2018 Hotel & Travel Organizational Membership Prospectus](#)

[2018 Vendors Organizational Membership Prospectus](#)

For more information or questions, please contact us at postbox@hsmi.eu

HSMAI Region Europe Meeting and Event Exchange

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MeetConnect

**Woensdag, 11 april 2018 – Hotel
Novotel Amsterdam City**

De HSMAI Meeting & Event Exchange is een concept dat in Noorwegen al tientallen jaren met veel succes wordt gehouden.

Voor de eerste keer zal HSMAI Region Europe in Nederland MeetConnect organiseren voor professionals die te maken hebben met events en conferentie inkopen en/of boekingen en administratie. De exposanten zijn hotels, ketens, destination companies en andere bedrijven met vooraf geboekte meetings.

Naast het functioneren als marktplaats voor inkopers en leveranciers van event producten, services en locaties, biedt HSMAI MeetConnect diverse rondetafel discussie en seminars.

De belangrijkste voordelen voor onze bezoekers:

1. Het is een efficiënte manier om veel leveranciers tegelijk te ontmoeten, zowel van de hotels, destination companies, conferentie- en evenementenlocaties als eventbureaus, en biedt daarnaast de mogelijkheid om te praten en netwerken met andere bezoekers.
2. Het zoeken naar goede aanbiedingen bij nieuwe (en wellicht zelfs bestaande) leveranciers en het ontmoeten

van nieuwe partners.

3. Het uitbreiden van het netwerk en inwinnen van informatie en kennis, die in de eigen werkzaamheden kan worden toegepast.
4. Het verkrijgen van kennis over de event industrie en ontmoeten van potentiële leveranciers
5. Het ontmoeten van aanbieders, op de hoogte gebracht worden van de laatste updates in trends en technologie en tenslotte, nieuwe hotels/conferentie locaties of nieuwe gerenoveerde meeting faciliteiten.

Expositie opties

Wij bieden vier verschillende opties voor de exposanten, inclusief bannerwand, verlichting, meubilair, toegang tot pre-booked meetings ('speeddate sessies'), lunch, professionele programma's en participatie in het samenkomen met de klanten in de nabespreking.

Ook exposeren? [Klik hier voor alle opties en prijzen](#)

Voor meer informatie of vragen kunt u vrijblijvend contact met ons opnemen.

Kathelijne Soydan
Project & Event Manager
HSMIAI Region Europe
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Voorwaarden:

- Alle genoemde bedragen zijn exclusief 21% BTW
- Bovengenoemde early-bird prijzen gelden bij registratie vóór 15 februari 2018)
- Registreren kan per e-mail, via ksoydan@hsmiai.nl
- Registratie is bindend en kan niet worden terugbetaald.
- Uitzonderingen kunnen worden gemaakt indien geannuleerd 2 maanden voor het evenement, dan wordt 75% van het betaalde bedrag terugbetaald.

HFTP and HSMAI Region Europe to Co-locate European Conferences in April 2018

AUSTIN, TEXAS, USA (November 30, 2017) – [Hospitality Financial and Technology Professionals](#) (HFTP®) and [HSMAI Region Europe](#), the hospitality, sales and marketing association international, are pleased to extend their partnership and co-locate European conferences again in April 2018. HSMAI Region Europe will co-locate its [Revenue Optimization Conference \(ROC\)](#) and its [Digital and Distribution Optimization Conference \(DOC\)](#) and their other events with HFTP's [HITEC® Amsterdam](#).

HSMAI Region Europe's, [Annual ROC and DOC](#) conference will take place on Tuesday 10TH April 2018 at Hotel Novotel Amsterdam City while HITEC Amsterdam will take place from 11-13 April 2018 at the nearby RAI Amsterdam Convention Centre.

The HSMAI Region Europe's 10th April 2018 conference is with top experts and inspirational speakers, sharing their insights and tips. There will be opportunities to discuss technology changes, revenue management metrics and impact of customer centricity as well as the chance to network, also during the evening's Award Ceremony.

11th April, HSMAI Region Europe, launches its new concept called [Curate](#) – An HSMAI Executive Insights Forum. This event is by invitation only, and the attendees at Curate must be senior executives from the new Organizational Membership Companies providing unique opportunities for strategic conversations across all disciplines of, sales, marketing, distribution, revenue management as well as culture and people

in customer centric environments.

Parallel to the above, on the 11th April, for the first time in Holland HSMIAI will organise The [MeetConnect](#) for professionals involved in events and conferences. In addition to serving as a marketplace for buyers and providers of events and venues, the HSMIAI MeetConnect offer numerous Round Table discussions and seminars.

HFTP's [HITEC](#) is an all-encompassing vehicle that showcases the most innovative hospitality technology products and services to the global industry, and provides attendees with an unrivaled one-stop access to education, networking and more. HSMIAI Region Europe's [ROC and DOC](#) are Europe's number one place for the latest trends and news in revenue optimization, digital marketing and distribution for the travel, hospitality and event industry.

"Co-locating HITEC Amsterdam with HSMIAI's ROC and DOC conferences and their other events will provide a collaborative environment for enhanced networking, education and business exchanges among attendees," said Frank Wolfe, CEO at HFTP. "This partnership is an example of HFTP's strategic plan to add value for our members and industry professionals in the European region as the association continues to expand internationally."

"HFTP has significant hospitality event expertise as well as a large network of regional industry experts," said Ingunn Hofseth, president and CEO at HSMIAI Region Europe. "Joining forces will bring together experts across all spectrums of the hospitality market, and we are excited to provide an enhanced professional platform for attendees in Amsterdam this April."

HFTP and HSMIAI Region Europe are recognized as global leaders in the hospitality industry. Both organizations provide hospitality professionals with access to world class educational opportunities, research, networking and solutions

to industry problems.

For more information about HSMIAI Region Europe, please contact Benedicte Bøgh at bgb@hsmiai.no or +47 916 52 873. For more information about HITEC and HFTP's other international activities, contact the HFTP Meetings & Special Events Department at education@hftp.org or visit www.hftp.org and www.hftp.org/hitec.

HITEC Amsterdam is the first of three [HITEC events](#) planned by HFTP for 2018, and will take place from 11-13 April 2018 – [online registration](#) is open now on the event website. The larger [HITEC Houston](#) will take place from 18-21 June 2018. [HITEC Dubai](#) will return in the fall of 2018.

Photo: Ingunn Hofseth, President & CEO at HSMIAI Region Europe and Frank Wolfe, CEO at HFTP. New Orleans, Louisiana, working in partnership since 23rd June 2016.

Invitation to vendors to participate in the Revenue Management solutions Roadshow for independent hoteliers

What is the Revenue Management Solutions Roadshow and why is this new initiative essential to independent hoteliers and

vendors?

HSMAI Europe's Revenue Management Advisory Board, which is made up of senior representatives from the hospitality industry, has launched a new initiative to support independent hoteliers in the identification and selection of the most suitable revenue management tools and applications available on the market today,

This half day event will afford hoteliers with a cost and time effective opportunity to meet recognised vendors servicing key areas of revenue management: Market benchmarking, Rate shopping, Upselling and CRS / Distribution / Channel management and assist them in selecting suitable solutions with greater confidence.

Each **vendor** will have the opportunity to deliver a short presentation on the value of their solution to the audience followed by scheduled 'meet the vendors' appointments. A vendor may supply and staff a small exhibition stand (closed during the vendor's presentation).

The road show will visit key European cities at the **end of February, early March 2018**, initially three*. As a recognised supplier of solutions in one or more of these revenue management fields, the HSMAI Revenue Management Board would like to ascertain your interest in participating.

The **cost** to independent hoteliers is free.

- The cost to HSMAI member vendors is 500 euros per presentation with appointments.
- The cost to non member vendors is 1000 euros per presentation with appointments.
- New start up companies or small, local solution vendors introductory cost of 300 euros for stand only (no presentations and no scheduled appointments).

***Three cities selected from (based on vendor interest):
Munich, Cologne, Hamburg, Berlin; Madrid, Manchester,
Stockholm, Oslo or Copenhagen.**

HSMIAI Region Europe's intention is to share knowledge with the industry with no partial interest in any particular providers, tools or solutions.

If you are interested in participating and want to learn more please contact HSMIAI Region Europe, Benedicte Gilroy Bøgh on bgb@hsmiai.no

Join us in Amsterdam in April!

Every year a big group of HSMIAI members and partners partake in our annual European conference concerning Revenue Management, Distribution and Marketing. All highly qualified within their field of expertise, who use the conference as a means to further development and in order to meet peers working within those fields.

The response has been very good, and this time we'll be an even larger group, and you are very welcome to join us at Europe's number one place for the latest trends and news in Revenue Optimization, Digital Marketing and Distribution for the travel, hospitality and event industry.

Tuesday 10 April and Wednesday 11 April 2018, at [Novotel](#), co-located with [HITEC](#) Amsterdam 2018 – and you are very welcome to attend.

The combination of HSMIAI Region Europe events makes the

occasion indispensable for leaders across various disciplines.

HSMIAI Region Europe's Annual Revenue Optimization Conference (ROC) and Digital & Distribution Optimization Conference 2018 (DOC) co-located with HITEC Amsterdam 2018.

Top experts and inspirational speakers, sharing their insights and tips on Revenue Optimization, Digital Marketing and Distribution. In the evening you are welcome to join us and enjoy great music, dinner, networking and our Awards Ceremony.

You can already sign up today to secure Early Bird rate!

Wednesday 11 April

We have developed a new concept called Curate – An HSMIAI Executive Insights Forum.

This event is by invitation only, and the attendees at Curate must be senior executives from the new Organizational Memberships Companies.

One of the unique aspects of the event will be the corporate attendee composition and conversation that is across all disciplines of sales, marketing, distribution, service operation, and revenue management, as well as company types represented in HSMIAI Organizational Membership.

Please contact us for more information at postbox@hsmiai.eu

Our partnership with Accor Hotels is excellent, and the hotel will more or less be branded HSMIAI throughout these two days. We can promise a fabulous programme!

We expect approximately 300 attendees.

You will find a designated Facebook event at [this address](#).

Meanwhile – have a great weekend!



Warm Regards,
Ingunn Hofseth
President & CEO
HSMAI Region Europe

Brand Intimacy in Hospitality – How to create closer connections with customers

**You are invited to an afternoon
event in Oslo at THE THIEF Thursday
November 30th and in Stockholm
(TBA) Thursday December 7th**

**The events will take place from 3PM
to 6PM**

Topic: Brand Intimacy in

Hospitality – How to create closer connections with customers

**By Managing Partner for MBLM Scandinavia,
Kristiane Blomqvist**

As Managing Partner for MBLM Scandinavia, Kristiane Blomqvist is focused on helping organisations leverage their brand to respond quickly to today's challenges. She is a seasoned brand strategy professional and entrepreneur who is passionate about transformation and enthusiastically explores the impact of the brand on business processes and growth. With 20 years of experience in New York, London and Stockholm, she has worked across a range of industries, with clients such as VisitDenmark, SBE Hotels, Amadeus IT, Trelleborg, PwC, UBS, Telefonica, Siemens and Nordic Cryobank Group.

Prior to joining MBLM, Kristiane was a VP of Strategy at Sterling Brands and, before that, she worked at Prophet Brand Strategy in London and FutureBrand in New York. Kristiane has a Master of Science in integrated marketing communications from Northwestern University and a BS from Copenhagen Business School. She speaks fluent English, Danish, and Swedish and is conversant in French. She is now based in Stockholm.

After the presentation we will have Q&A followed by drinks and snacks.

Sign up for Oslo here. Its free for HSMAI members to attend:

Sign up for Stockholm here. Its free for HSMAI members to attend:

About MBLM: [MBLM](#) is the Brand Intimacy Agency. Founded in 2004, we are an independent global network of 9 offices dedicated to elevating company strengths and creating resilient brands that lead, inspire and endure by nurturing strong connections with customers. Our research and thinking on [Brand Intimacy](#), a new paradigm that leverages and strengthens the emotional bonds between a person and a brand, has recently been [published](#) as a manual for the modern marketer.

About HSMAI Region Europe: HSMAI – Hospitality Sales and Marketing Association International – is a global organization founded in the US in 1927. The Hospitality Sales and Marketing Association International (HSMAI) Region Europe is the European arm of the organisation. HSMAI 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.

Please visit us at: hsmai.eu

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 HSMAI – London

25th: Meeting & Event Exchange – Oslo

25th: HSMAI Norway Marketing Awards – Oslo

25th: HSMAI Norway Young leaders Awards- Oslo

March 2017

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

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

29th: HSMAI 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: HSMIAI Region Europe and TIC Hospitality Symposium. In collaboration with Travel Industry Club Germany – Frankfurt

27th September: Topic and destination TBC

October 2017

9th: HSMIAI Event Awards Norway- Grand Hotel Oslo

November 2017

HSMIAI Region Europe Annual Digital Marketing Event at WTM

Date to be announced:

HSMIAI 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