

HSMAI Region Europe Leadership Day in Frankfurt

This year's HSMAI 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 HSMAI 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 HSMAI 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:

HSMIAI member from the industry: EUR 195

Non-member from the industry: EUR 395

HSMIAI 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**

HSMIAI member: EUR 695

Non-member: EUR 795

All prices are excl. VAT.

Powered by Eventbrite



Want to become member of HSMIAI 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.

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 London.

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 London 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@hsm.ai or call: +47 916 52 873

The Future of Customer Centricity in the Hospitality Industry

The journey to customer centricity in today's fast-paced world is and will not be an easy endeavor. Technology is changing consumer dynamics rapidly and it becomes more and more difficult for companies to successfully initiate long-

term customer retention strategies.

The Travel Industry Club (TIC) and HSMIAI Region Europe are hosting a Hospitality Symposium at the Kempinski Hotel Frankfurt Gravenbruch looking deeper into this topic together with experts in this field. Come and hear some of the industry's top innovators, thought leaders, and marketers share their expertise and listen to some of the most successful case studies and best practises in the hospitality industry.



The symposium will be opened by a keynote from Larry Hochman about “The service for unique value – service and loyalty in the digitale age”. 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. Before beginning his speaking career Larry was a Director at the loyalty management company Air Miles. He was also a pioneer of corporate mentoring in Europe and has been the personal mentor to many top executives.

After this, Steven van Belleghem will do a keynote on the topic “When Digital Becomes Human”. 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”. Steven gave keynotes in over 30 countries around the world and knows how to thrill



his audience:

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 □

The afternoon will be filled with two very interesting and relevant panel discussions. The first one will be discussion “The unstable world – How it will affect the travel and hospitality industry?” where current events and happenings and their influence on the hospitality industry will be discussed. The second panel will focus on “What are the current trends and challenges? What is hot, not and up and coming?”

[All participating panelists can be found on our event-website.](#)

After this we will offer a large number of Roundtable Sessions so that participants can discuss brand new topics in small groups and exchange their ideas with excellent speakers and coworkers. Please have a look at our event-website to see what topics are covered by which speaker.

Join us for an interactive and inspirational day!

Thursday, 7 September, 2017, starting at 09:30 at Kempinski Hotel Frankfurt Gravenbruch, Graf-zu-Ysenburg-und-Büdingen-Platz 1, Neu-Isenburg 63263

[Sign up here!](#)

Fees*

- HSMAI/TIC Members Early-Booker: 149 EUR
- HSMAI/TIC Members: 199 EUR
- Non-Members Early-Booker: 299 EUR
- Non-Members Regular: 349 EUR

*All prices indicated are subject to VAT.

More information as well as the full day program can be found online on our event-website her: <http://www.cvent.com/events/the-future-of-customer-centricity-in-the-hospitaliy-industry/event-summary-24a2d534cbff41a98a9b644f552e482b.aspx>

We look forward to seeing you on September 7th, 2017.

A big thank you to our Sponsor



[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

Powered by Eventbrite

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

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

On that day 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 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.

Powered by Eventbrite

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

Powered by Eventbrite

How do I earn the CRME designation?

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

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.

[Get certified as an Executive Coach to facilitate Service Pledge workshops](#)

Winning for customers!

In business today it's all about the customer experience. Everything is getting more and more transparent, booking and search engines become more professional. Margins for errors are so small. Together with highly educated professionals HSMIAI Region Europe has worked out a generic method and process to build a service quality strategy for change management and relation management.

We will host two educational programmes for candidates who would like to become HSMIAI-certified Executive Coaches:

Oslo: 6 June through to 9 June

or

London: 24 July through to 26 July

Please contact Linda for more information at lmr@hsmiai.eu

Have a great weekend!



Warm regards,
Ingunn Hofseth
President & CEO
HSMIAI Region Europe

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

HSMIAI Region Europe **preliminary activity plan** **2017**

HSMIAI Region Europe events calendar 2017

January 2017

11th: Connect with HSMIAI – Oslo

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

18th: HSMIAI 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: 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 HSMIAI – 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