



inrupt

Things

Files

Apps

Recent

+ New Chat

RECENT

CLIPPED

Thato Karina

Sept 28

You: I'm adding that as we speak!

Jill, Jessica, Tony

You: Okay

Jenny Brand

Sept 28

I was thinking the same thing.

Jack Dillinger

Sept 28

Absolutely! Talk then.

Aaron Smith

Sept 28

You: Sounds like a plan, see you there

Jill, Jessica, Tony

You: Paris in December I believe.

Chats

To Do...

Events

People

Photos

Music

Documents

Thato Karina

Thato Karina

Chat | Thato, Thomas

Let's schedule the Paris conference

Yes, definitely!

We also need to invite Sophie & Alexei

I'm adding that as we speak!

Type something

Shared Things

Name	Last Modified	Owner	My Access	
<div>Chat with Sophie</div>	9:00am	Me, Sophie M	Can edit	Owner
<div>Marlborough meeting nc</div>	10:05am	Me, Alexei, Sophie M, Thato K	Can edit	Owner
<div>Paris Conference sched</div>	9/16/18	Me	Owner	Can edit

TEAM LINE

Marlborough Greenhouse

These are the members of the team. To access shared information, see member's bubble.

Thato

Lead Technical / Cape Town

Sophie

Account Coord / Paris

Andrei

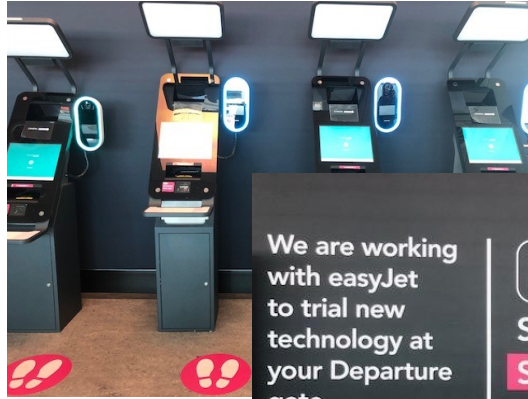
Senior Visual D / Moscow

Schedule Meeting

4 days ago



New technologies will revolutionize the industry



We are working with easyJet to trial new technology at your Departure gate.

Please follow the simple 2 step process...



Step 1 Self scan

Scan your boarding pass followed by your passport

An image of your face is captured and compared to your passport

This can take place at Bag drop or at the dedicated kiosks at your Departure gate



Step 2 Self board

Scan your boarding pass at one of the self boarding gates

Another image is captured and your identity is verified

The electronic gate will open, you are now ready to fly



ACCORHOTELS BUYS MÖVENPICK HOTELS AND RESORTS FOR £412M

Skift News Research Conferences Newsletters

Digital

Amadeus Buys Hotel Tech Firm TravelClick for \$1.5 Billion

Sean O'Neill, Skift - Aug 10, 2018 2:30 pm

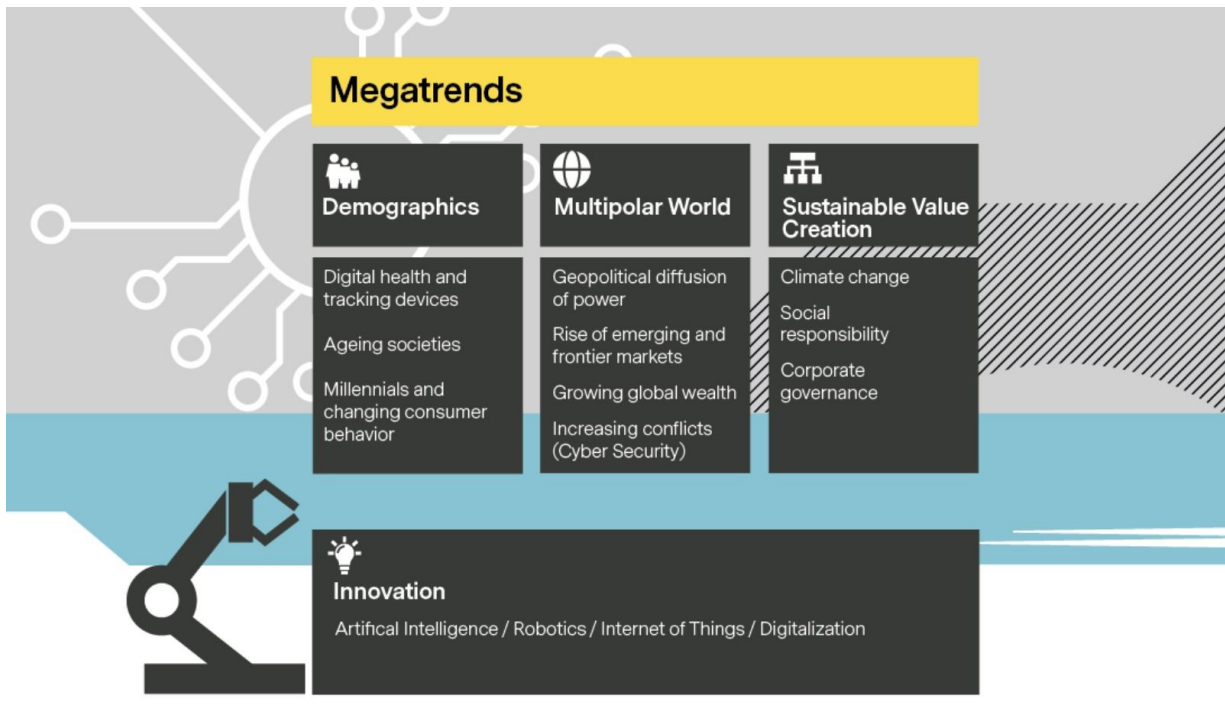
Skift News Research Conferences Newsletters

Digital

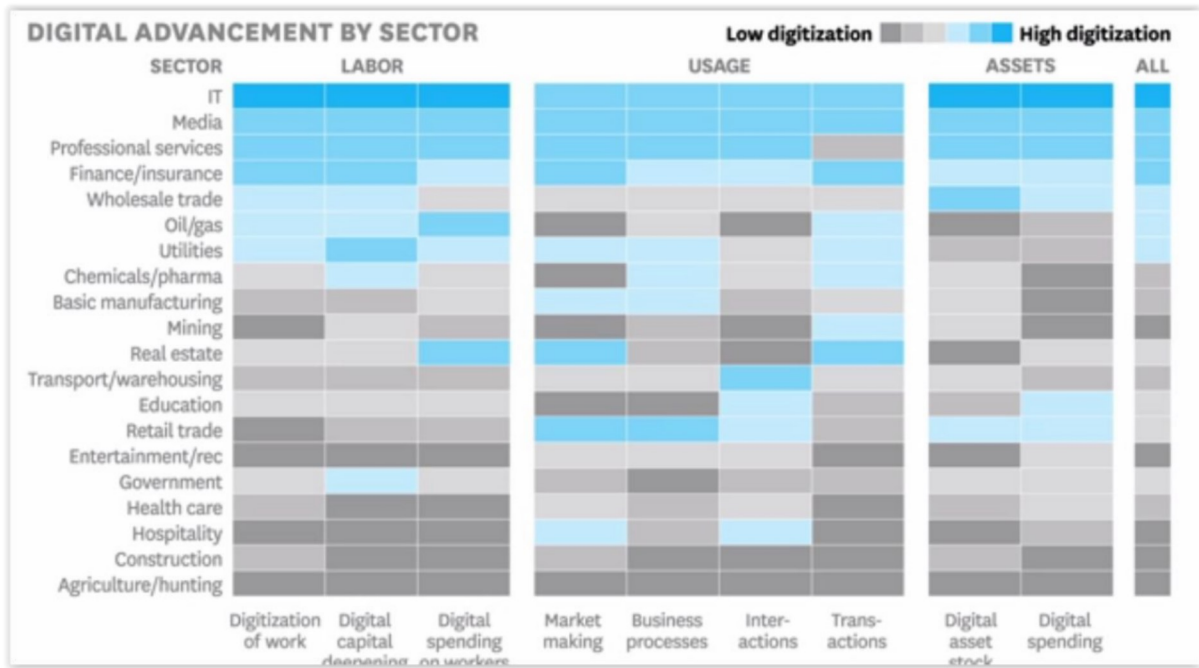
RateGain Buys DHISCO to Expand Its Hospitality Distribution

Sean O'Neill, Skift - Aug 02, 2018 5:20 pm

Changing times bring new opportunities



Changing times bring new opportunities



Bridging the Gap



“All industries in all geographies are being radically reshaped by digital disruption – a ‘digital dragon’ that is potentially very powerful if tamed, but a destructive force if not. [...] It’s a leadership challenge.”

(Source: Gartner, 2014)

Available to Everyone

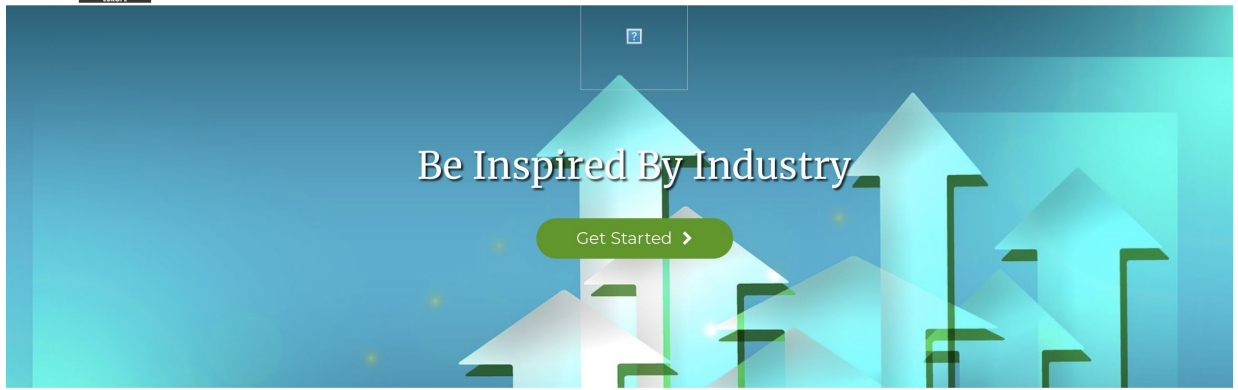
Distribution & Marketing
Focus

Online Available

Members & Non-HSMAI
Members



HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL



HSMai EUROPE'S DIGITAL EXPERT LAB

Welcome to HSMai Europe's Digital Expert LAB, an eLearning program, available to everyone.

Currently working in a management role within hotel distribution and/or marketing? Taught by leading industry figureheads, HSMai Europe's Digital Expert LAB courses will help upskill and develop your digital knowledge, enabling you to draw out new digital insights and make strategy driven decisions that benefit your company.

WHY SHOULD YOU COMPLETE HSMai EUROPE'S DIGITAL EXPERT LAB?

- ✓ **Inspiration** – Digital is big business, and it's only going to get bigger! We need the right skills to maximise all of the opportunities that digital offers today
- ✓ **Together** – HSMai Region Europe wants to help bridge the gap between rapid digital developments and a need for in-house digital knowledge
- ✓ **Learn, Share & Create** – Industry leaders and experts share their experience and provide hands-on advice to help you to identify and create new digital opportunities



The Road Towards a Customer-Centric Company

Nina Nieminen, Director Revenue Management & Distribution, Sokos Hotels

Learn about Digital Transformation and transitioning from a department-oriented organization into a customer, KPI focused transversal team.

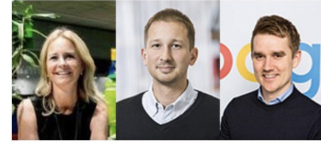


Data Driven Digital Marketing

Dan Fernandez, Sr Director of Digital Strategy, Cendyn

Michael Bennett, Sr VP Global Marketing & Business Development, Cendyn

Gain an in-depth understanding how to use data to enhance your digital marketing efforts and personalize the guest experience.



Adapting to the Changing Hospitality Consumer Journey

Siri Børsum, Leader of Digital Transformation

Nick Norton, Platform Sales Manager, DoubleClick

Torje Ingebretsen, Measurement & Attribution Lead from Google

Be inspired in this future outlook how upcoming technology developments can be used in an environment of fast evolving guest expectations.



AI within Digital Marketing

Frank Reeves, co-founder & CEO, Avvio



Web Development Brings the Pieces Together



Global Scalability

Christian Becker, Group Head North EU,



DIGITAL EXPERT LAB

The Digital Expert Lab is a series of videos developed specifically for hotels to help you to quickly upskill in the field of Digital Marketing.

- ✓ Start anytime
- ✓ Study anywhere

- ✓ Hear perspectives from Industry experts
- ✓ Short learning in specific topics

- ✓ Affordable from EUR149.00 (Approx US\$195)
- ✓ Quick skills growth

- ✓ 12 Months Access
- ✓ Created by Hoteliers

The HSMAI Eurc



HSMAI Region Europe

73 followers
2w

Welcome to HSMAI Europe's Digital Expert LAB, an eLearning program, available now- FREE for HSMAI members!

The
Digital Expert
LAB
is
LIVE!



The HSMAI Europe Digital Expert LAB

hsmái.eu

decisions that benefit your company.

We are needing YOUR Support



industry experts



passionate leaders

- Inspire
- Change
- Share
- Learn
- Exchange