



HSMAI Europe Activities 2021

What	Date	Type
January		
HSMAI MeetConnect - National Event in Norway with customers. (This event we have done yearly for more than 20 years but of course it will be the first one taking place virtual)	January 7th 2021	Virtual
HSMAI ROC Europe 2021: An HSMAI Commercial Strategy event	January 26th 2021	Virtual
<p>By Invitation Only: HSMAI Europe Chief Executive Roundtables</p> <p>HSMAI Europe will host virtual Executive Roundtables for our Organizational hotelier members on the following disciplines:</p> <ul style="list-style-type: none"> ● Chief Marketing Officers ● Chief Loyalty Officers ● Brand Chief Digital Officers ● Chief Customer & Distribution Officers ● Chief Innovation Officers ● Brand Chief Revenue Officers ● Chief Sales Officers 	January 26th 2021	Virtual
HSMAI Awards Norway	Postponed due to Covid-19. New date to be set	Grand Hotel, Oslo

March

HSMAI Europe Channel

[Press here](#) to see our previous live streams

Local debates/webinar in several regions like the Nordics, Germany, Holland, UK, Spain and France in addition to European. Direct TV Shows with interesting guests/topics.

Virtual

April

HSMAI Europe Brand Strategy Master Class

[Press here](#) for more information

Free for HSMAI members

5 weeks
programme from
Wednesday April
21th – May 19th
2021

Virtual

HSMAI Europe Channel

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Local debates/webinar in several regions like the Nordics, Germany, Holland, UK, Spain and France in addition to European. Direct TV Shows with interesting guests/topics.

Virtual

#IamRemarkable - HSMAI Europe Workshop

Free for HSMAI members

#IamRemarkable strives to empower women and other underrepresented groups to speak openly about their accomplishments in the workplace and beyond, thereby breaking modesty norms and glass ceilings.

In collaboration with Google

Thursday, April
29th 11am -
12:30pm CET

Virtual

May

HSMAI Europe Sales Leader Forum: An HSMAI Commercial Strategy event

Full day virtual conference. Free for HSMAI members

Thursday, May
6th

Virtual

<p>HSMAI Europe Channel Press here to see our previous live streams Local debates/webinar in several regions like the Nordics, Germany, Holland, UK, Spain and France in addition to European. Direct TV Shows with interesting guests/topics.</p>		Virtual
<p>By Invitation Only: HSMAI Europe Chief Executive Roundtables</p>	Dates to be set	Virtual
<p>Global HSMAI Curate Curate is an exclusive benefit for Organizational Member companies of HSMAI. Executives from these companies have the rare and unique opportunity to discuss emerging industry trends and issues while engaging with each other in a highly interactive format.</p>	Tuesday afternoon May 11th	Virtual
<p>ECC – Excelling at Customer Centricity – an HSMAI Europe Certification. Press here for more information Free for HSMAI members</p>	5 weeks programme from Monday 31th of May - Monday 28th of June	Virtual
June		
<p>HSMAI Europe Channel Press here to see our previous live streams Local debates/webinar in several regions like the Nordics, Germany, Holland, UK, Spain and France in addition to European. Direct TV Shows with interesting guests/topics.</p>		Virtual
<p>HSMAI Europe Commercial Summer Camp: An HSMAI Commercial Strategy event</p>	Monday June 28th to Friday July 2nd	Virtual
<p>HSMAI Europe Adwards</p>	Thursday July 1st	Virtual
September		
<p>HSMAI Europe Leadership Day For volunteers</p>	Date to be set	Virtual

The HSMAI Day BENELUX: An HSMAI Commercial Strategy event	Tuesday, September 21st	Virtual
The HSMAI Day Nordic: An HSMAI Commercial Strategy event	Tuesday, September 28th	Virtual
HSMAI Europe Channel Press here to see our previous live streams Local debates in several regions like the Nordics, Germany, Holland, UK, Spain and France in addition to European. Direct TV Shows with interesting guests/topics.		Virtual
HSMAI MeetConnect - National Event in Norway with customers	Date to be set	
October		
The HSMAI Day UK: An HSMAI Commercial Strategy event	Tuesday, October 5th	Virtual
The HSMAI Day DACH: An HSMAI Commercial Strategy event	Tuesday, October 12th	Virtual
The HSMAI Day France: An HSMAI Commercial Strategy event	Tuesday, October 19th	Virtual
The HSMAI Day Spain: An HSMAI Commercial Strategy event	Tuesday, October 26th	Virtual
HSMAI Europe Channel Press here to see our previous live streams Local debates in several regions like the Nordics, Germany, Holland, UK, Spain and France in addition to European. Direct TV Shows with interesting guests/topics.		Virtual
By Invitation Only: HSMAI Europe Chief Executive Roundtables	Dates to be set	Virtual
November		

<p>HSMAI Europe Channel</p> <p>Press here to see our previous live streams</p> <p>Local debates in several regions like the Nordics, Germany, Holland, UK, Spain and France in addition to European. Direct TV Shows with interesting guests/topics.</p>		Virtual
<p>HSMAI Europe Curate</p> <p>Curate is an exclusive benefit for Organizational Member companies of HSMAI. Executives from these companies have the rare and unique opportunity to discuss emerging industry trends and issues while engaging with each other in a highly interactive format.</p>		Virtual
<p>HSMAI MeetConnect Europe</p> <p>Digital customer events. Educational program. Just HSMAI members will be invited to meet potential customers.</p>	Date to be set	
December		
<p>HSMAI Europe Channel</p> <p>Press here to see our previous live streams</p> <p>Local debates in several regions like the Nordics, Germany, Holland, UK, Spain and France in addition to European. Direct TV Shows with interesting guests/topics.</p>		Virtual