



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
By Invitation Only: HSMAI Europe Chief Executive Roundtables HSMAI Europe will host virtual Executive Roundtables for our Organizational hotelier members on the following disciplines: <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: Revenue Management at the Verge of Exiting the Pandemic

Moderator: **Terence Baker**, senior reporter, Europe, Hotel News Now

Wednesday,
March 24th, 3pm
- 4pm CET

Virtual

April

HSMAI Europe Channel

Live TV Shows with interesting guests/topics.

Topic: **TBC**

Tuesday, April
6th, 2pm - 3pm
CET

Virtual

HSMAI Europe Channel

Live TV Shows with interesting guests/topics.

Topic: **TBC**

Tuesday, April
13th, 2pm - 3pm
CET

Virtual

HSMAI Europe Channel

Live TV Shows with interesting guests/topics.

Topic: **TBC**

Tuesday, April
20th, 2pm - 3pm
CET

Virtual

HSMAI Europe Brand Strategy Master Class

[Press here](#) for more information

Free for HSMAI members

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

Virtual

HSMAI Europe Channel

Live TV Shows with interesting guests/topics.

Topic: **TBC**

Tuesday, April
27th, 2pm - 3pm
CET

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

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

Virtual

beyond, thereby breaking modesty norms and glass ceilings.		
In collaboration with Google		
May		
HSMAI Europe Channel Live TV Shows with interesting guests/topics. Topic: TBC	Tuesday, May 4th, 2pm - 3pm CET	Virtual
HSMAI Europe Sales Leader Forum: An HSMAI Commercial Strategy event Full day virtual conference. Free for HSMAI members	Thursday, May 6th	Virtual
HSMAI Europe Channel Live TV Shows with interesting guests/topics. Topic: TBC	Tuesday, May 11th, 2pm - 3pm CET	Virtual
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.	Tuesday, May 11th, 5pm - 6:30 pm CET	Virtual
HSMAI Europe Channel Live TV Shows with interesting guests/topics. Topic: TBC	Tuesday, May 18th, 2pm - 3pm CET	Virtual
HSMAI Europe Channel Live TV Shows with interesting guests/topics. Topic: TBC	Tuesday, May 25th, 2pm - 3pm CET	Virtual

ECC – Excelling at Customer Centricity – an HSMAI Europe Certification. Press here for more information Free for HSMAI members	5 weeks programme from Monday May 31st - Monday May 28th	Virtual
By Invitation Only: HSMAI Europe Chief Executive Roundtables	Dates to be set	Virtual
<h2>June</h2>		
HSMAI Europe Channel Live TV Shows with interesting guests/topics. Topic: TBC	Tuesday, June 1st, 2pm - 3pm CET	Virtual
HSMAI Europe Channel Live TV Shows with interesting guests/topics. Topic: TBC	Tuesday, June 8th, 2pm - 3pm CET	Virtual
HSMAI Europe Channel Live TV Shows with interesting guests/topics. Topic: TBC	Tuesday, June 15th, 2pm - 3pm CET	Virtual
HSMAI Europe Channel Live TV Shows with interesting guests/topics. Topic: TBC	Tuesday, June 22nd, 2pm - 3pm CET	Virtual
HSMAI Europe Commercial Summer Camp: An HSMAI Commercial Strategy event	Monday June 28th - Friday July 2nd	Virtual
HSMAI Europe Channel Live TV Shows with interesting guests/topics. Topic: TBC	Tuesday, June 29th, 2pm - 3pm CET	Virtual
<h2>July</h2>		
HSMAI Europe Awards	Thursday, July 1st	Virtual

HSMAI Europe Channel Live TV Shows with interesting guests/topics. Topic: TBC	Tuesday, July 6th, 2pm - 3pm CET	Virtual
HSMAI Europe Channel Live TV Shows with interesting guests/topics. Topic: TBC	Tuesday, July 13th, 2pm - 3pm CET	Virtual
HSMAI Europe Channel Live TV Shows with interesting guests/topics. Topic: TBC	Tuesday, July 20th, 2pm - 3pm CET	Virtual
HSMAI Europe Channel Live TV Shows with interesting guests/topics. Topic: TBC	Tuesday, July 27th, 2pm - 3pm CET	Virtual
<h2>September</h2>		
HSMAI Europe Leadership Day For volunteers	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 Live TV Shows with interesting guests/topics. Topic: TBC	Dates to be set	Virtual
HSMAI MeetConnect - National Event in Norway with customers	Dates 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 Live TV Shows with interesting guests/topics.	Dates to be set	Virtual
By Invitation Only: HSMAI Europe Chief Executive Roundtables	Dates to be set	Virtual
November		
HSMAI Europe Channel Live TV Shows with interesting guests/topics. Topic: TBC		Virtual
HSMAI Europe 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.		Virtual
HSMAI MeetConnect Europe Digital customer events. Educational program. Just HSMAI members will be invited to meet potential customers.	Date to be set	
December		

HSMAI Europe Channel

Live TV Shows with interesting guests/topics.

Topic: **TBC**

Dates to be set

Virtual