

HSMAI REGION EUROPE

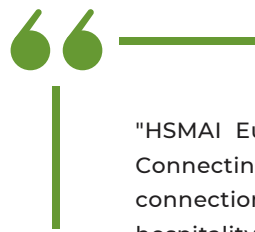
FUEL SALES, INSPIRE MARKETING, TRANSFORM
BUSINESSES DIGITALLY AND OPTIMISE REVENUE



UNIVERSITY ORGANIZATIONAL MEMBERSHIP 2023 - 2024

FOR UNIVERSITIES IN HOTEL, TRAVEL AND TOURISM INDUSTRIES

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"HSMAI Europe is integral to what we do. Connecting, building relationships and peer connections across the industry to drive the hospitality agenda, while promoting hospitality as the best place for future talent to work."

Paul Proctor
VP Commercial Europe at IHG Hotels & Resort



IHG[®]
HOTELS & RESORTS





ABOUT HSMAI REGION EUROPE

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

MISSION

The Hospitality Sales and Marketing Association International (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.

VISION

HSMAI Europe aims to be a key influencer, pioneer and the go-to industry resource for professional development, commercial strategies and sustainability in the hospitality, travel and tourism industry.

SERVICE PLEDGE

Our service pledge is why the industry's leading companies are members of the association.

WE PLEDGE TO:

To provide transparent and neutral environments

To drive personal and professional growth

To be your industry point of reference

To provide you with cutting edge tools to grow your business

To go above and beyond to engage you





STRENGTHEN YOUR SCHOOL'S COMMUNITY & BRAND

We seek to create value in addition to your current strengths & efforts by taking into account your needs

Your Community

We pledge to create a neutral environment for your students and lecturers to exchange with and learn from peers & professionals, thereby facilitating new partnerships and stimulating value creation.

Your Brand

We pledge to showcase your brand everywhere we go in Europe, and thereby accentuate your values and high standards to all of our audiences in person and online.



www.hsmi.eu
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THE HSMI EUROPE STUDENT COUNCIL



"The first hospitality student council across the borders of hotel business schools & universities worldwide"



Strengthen the bridge between students & professionals

Provide students the opportunity to exchange ideas with professionals, make an impact in our industry, and boost their communication skills.



Create opportunities for students to stand out, develop, and grow

Through our activities, representatives & students will be presented with new opportunities to gain exposure & grow their network.



Two council members acting as a lever to create a ripple effect

Two student council representatives from each school will promote your brand across Europe, & invite other students to join events they host.



The HSMI Europe Student Council is a student driven initiative that puts students' needs at the centre of its operations. With this council, we help you and your students to build a network beyond their usual scope, stimulate their professional growth, and create a sense of belonging within our magnificent hospitality industry.

In addition, we will invite our senior members and industry leaders to your school, to inspire your students and increase their exposure to professionals outside the scope of their network.



YOUR BENEFITS

WHAT IS IN IT FOR YOU?

As a Member of HSMIAI Europe, you can play a key role in shaping the future of the industry by actively participating and contributing at the executive level alongside your peers.

LEADERSHIP PROGRAMS

- ADVISORY BOARD —○
- EXECUTIVE ROUNDTABLES —○
- MARKET INSIGHTS —○
- STUDENT COUNCIL —○
- GLOBAL CERTIFICATIONS —○



PAN-EUROPEAN EVENTS

- BIANNUAL CURATE EUROPE —○
- SALES LEADER FORUM —○
- HOSPITALITY UNLOCKED —○
- REVENUE OPTIMIZATION CONFERENCE (ROC) —○
- HSMIAI AWARDS EUROPE —○
- LOCAL EVENTS —○



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LEADERSHIP PROGRAMS

ADVISORY BOARD

Complementing the work of HSMIAI Region Europe, HSMIAI's Advisory Boards connect members with common interests across geographic boundaries in the European region. Each advisory board guides HSMIAI's strategic direction as it relates to their dedicated subject matter or national/regional development, resulting in face-to-face and virtual education, special resources, insights, and more.

Benefits for you and your company:

- Leadership development
- High profile exposure within the industry
- Recognition for you and your employer for contributions to the industry



MARKET INSIGHTS

- Peer Network on National, European, and Global levels
- HSMIAI Europe Executive Insights Newsletter
- Free members-only access to online educational content
- Complimentary registrations at webinars



"We strongly believe that students can bring value to the discussions about the future of the hospitality industry. Some challenges ahead are totally new, and only collaboration among generations will help us succeed together."

Kentia Boulay, MBA, MSc
 Director Post Experience
 Programs at ESSEC
 Business School



ESSEC
 BUSINESS SCHOOL



PAN-EUROPEAN EVENTS

CURATE EUROPE

The Curate events are full-day forum events held twice a year, to keep up with the rapid changes in the hospitality industry. An executive insights forum is designed to identify, capture, and shape the executive-level content the industry needs to focus on. Cross-disciplinary discussions, original research and interactive technology are used to explore the priority issues across the disciplines of culture & people, sales, marketing, distribution, revenue management and innovation.



SALES LEADER FORUM EUROPE

Organised by HSMAl Europe's Sales Advisory Board the HSMAl Sales Leader Forum is a half day event where off-property sales leaders learn about important trends, critical insights, and best practices, as well as what it means for leading hotel sales teams in today's environment. The attendees include national & global sales directors, strategic and key account directors, area directors and regional directors of sales.

LOCAL EVENTS

Opportunity to participate in smaller local programs and events free of charge.

HOSPITALITY UNLOCKED

Explore your career path in the hospitality industry!

Hospitality Unlocked is a full day interactive conference organised for students by the HSMAl Europe Student Council. It explores opportunities within the hospitality industry and shows how to find your way as a student.



ROC EUROPE

ROC is our major European event where leading professionals come together to spark meaningful, thought-provoking conversations about the most important strategic issues facing the hospitality industry.





YOUR BENEFITS

AWARDS & CERTIFICATIONS

AWARDS

"The most meaningful recognition comes from peers and the industry you work in."

The HSMAI Awards Europe is an annual event that recognizes excellence in the hospitality, tourism, and travel industries. As a member, you can apply for individual and company nominations in various categories, including the HSMAI Europe Sustainability Award and the Fabian Specht's Revenue Optimization Professional Award. This event is an opportunity for companies and employees to showcase their achievements and value their efforts in the industry.



GLOBAL CERTIFICATIONS

Membership of HSMAI Region Europe offers you significant savings on globally recognised certifications, such as:

- CRME - Revenue Management Certification
- CHDM - Digital Marketing Certification
- Customer Centricity ECC Program - Executive Coach Certification

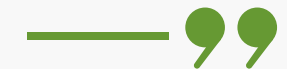


"In this new era of travel, it is important we continue to embrace change and develop new skills. Our membership with HSMAI helps to facilitate this by offering a unique opportunity for continued personal growth, international vision, and diverse networking opportunities."

Roberta Possenti
Vice President of Europe
at Preferred Hotels



Preferred
HOTELS & RESORTS





YOUR BENEFITS

KEY BENEFITS

A COMPETITIVE EDGE

Industry contacts, business experience and key industry knowledge to build job opportunities and a successful hospitality future.

EXPANDED CURRICULUM

HSMAI Europe programs and education that will compliment academic learning.

TOOLS & INSIGHTS

Access to HSMAI Europe toolboxes and conference session videos.

LEADERSHIP BUILDING EXPERIENCE

A way to develop your skills by becoming active in your local market.

INDUSTRY EXPERIENCE

Participation in HSMAI advisory board meetings and programs

SCHOLARSHIP OPPORTUNITIES

Scholarship opportunities globally by HSMAI Foundation

PEER TO PEER NETWORKING

Access to a closed HSMAI Europe LinkedIn group for students from the partner schools / individual student membership.

INDUSTRY DISCIPLINE SPECIFIC EDUCATION

Exclusive access to extensive online insights and resources.








"With the student council, we aim to support the students to build a network beyond their usual scope, stimulate their professional growth, and create a sense of belonging within our magnificent hospitality industry"

Ingunn Hofseth
President & CEO
at HSMAI Europe



www.hsmat.eu
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PRICING

Inclusions:	Membership
Association Membership (S&L*)	up to 50 associate seats who reside at the university
Expert seat on one of the HSMAI Europe Advisory Boards (L*)	
Two student seats in the HSMAI Europe Student Council (S*)	
Complimentary registrations for each of the pan-European HSMAI Europe events, including: <ul style="list-style-type: none"> • ROC Europe (S*) • HSMAI Awards Europe (S*) • Biannual Curate (L*) • Sales Leader Forum Europe (L*) 	
Invitations to member-only local events (S&L*) <ul style="list-style-type: none"> • Meet & Connect • Breakfast Meetings 	
Early access to curated content: (S&L*) <ul style="list-style-type: none"> • HSMAI member-only platform • Executive Insights News 	
HSMAI Global Certifications: (L*) <ul style="list-style-type: none"> • Revenue (CRME), • Marketing (CHDM), • Hospitality Business Acumen (CHBA), • Excelling at Customer Centricity (ECC). 	Discounted rate

(S*) = Students

(L*) = Leadership

<p>Yearly Investment: 9,500€</p> <p>HSMAI Europe offers universities and hotel schools a reduced rate from the original hotel & travel organizational membership rate.</p> <p>*Prices listed are excluding VAT</p>	9,500 €
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Let's talk about you & what we can achieve together



GET IN TOUCH

 www.hsmmai.eu

 postbox@hsmmai.eu

To be at the front of leading positive change for the hospitality industry across different verticals of the business. To be advancing best practices and creating new solutions. To be actors in hospitality that bridges social barriers and provides broader economic opportunities."

Markus Keller
COO Sofitel MGallery & Emblems at Accor

