

HSMAI REGION EUROPE

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

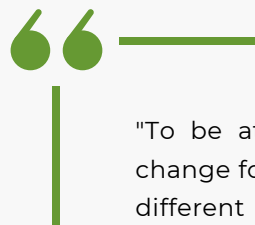


HOTEL & TRAVEL ORGANIZATIONAL MEMBERSHIP 2024

FOR LARGE ORGANIZATIONS IN HOTEL, TOURISM AND TRAVEL INDUSTRIES

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"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 at Sofitel MGallery & Emblems





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





YOUR BENEFITS

WHAT'S IN IT FOR YOUR COMPANY?

As a Member of HSM AI 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 BOARDS —○
- EXECUTIVE ROUNDTABLES —○
- MARKET INSIGHTS —○
- RISING LEADERS —○
- MENTOR PROGRAM —○
- STUDENT COUNCIL —○
- GLOBAL CERTIFICATIONS —○



PAN-EUROPEAN EVENTS

- BIANNUAL CURATE EUROPE —○
- SALES LEADER FORUM —○
- COMMERCIAL SUMMER CAMP —○
- CONNECTING FUTURE LEADERS —○
- REVENUE OPTIMIZATION CONFERENCE (ROC) —○
- HSM AI AWARDS EUROPE —○
- LOCAL EVENTS —○



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LEADERSHIP PROGRAMS

ADVISORY BOARDS

Complementing the work of HSMAI Region Europe, HSMAI's Advisory Boards connect members with common interests across geographic boundaries in the European region. Each advisory board support HSMAI'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
- HSMAI Europe Executive Insights Newsletter
- Free members-only access to online educational content
- Complimentary registrations at webinars



EXECUTIVE ROUNDTABLES

HSMAI Executive Roundtables are small networks where senior leaders from the hospitality industry come together in a confidential setting for face-to-face and virtual discussions. These small networks provide a unique opportunity for executive-level peers to engage in meaningful dialogue. Your company's executives will be invited to join the following five topical roundtables:

EXECUTIVE ROUNDTABLES:

- Chief Digital Officer Executive Roundtable
- Brand Chief Revenue Officer Executive Roundtable
- Chief Sales & Distribution Officer Executive Roundtable
- Chief Marketing Officer Executive Roundtable

LEADERSHIP PROGRAMS

STUDENT COUNCIL

The HSMAL Europe Student Council is a student driven initiative that puts students' needs at the centre of its operations. With this council, HSMAL Region Europe helps to bridge the gap between the industry and the future generation, providing a place for building a network beyond their usual scope, professional growth, and creating a sense of belonging.

HSMAL Europe supports the students on their way to explore their career path in the hospitality industry. The last edition of HSMAL Europe's student conference (Hospitality Unlocked), organized by the students took place at the Schweizerische Hotelfachschule Luzern in Switzerland in May 2023.



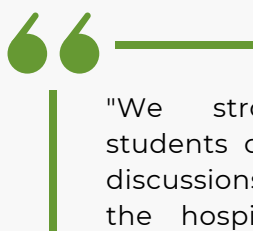
MENTOR PROGRAM

Our mentor program is a way for our members to give their employees the opportunity to be a mentor or receive mentorship from a senior leader from an external company. You can join our mentor programme, either as a mentor or a mentee .

RISING LEADERS

This programme is for young senior leaders with the age range from 25 – 35 years.

HSMAL Europe is committed to cultivating the next generation of industry leaders. In Europe, HSMAL have seated Rising Leader Councils in three core disciplines. Each Council will be a professional development and advocacy group, comprised of up-and-coming professionals working in a mix of roles within each discipline. The Councils will provide unique opportunities for emerging professionals to advance their skillsets, network with peers, and contribute to HSMAL and the industry via their insights, feedback, and thought leadership.

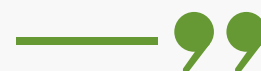


"We strongly believe that students can bring value to the discussions about the future of the hospitality industry. Some challenges ahead are totally new, and only collaboration among generations will help us succeed together."

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



ESSEC
 BUSINESS SCHOOL



PAN-EUROPEAN EVENTS

CURATE EUROPE

Organized twice per year, the Curate will provide your leadership team with an inspirational forum to discuss, anticipate, and deal with the most critical business issues with industry professionals. One of the unique aspects of the Curate is the corporate attendee composition and conversation that is across all disciplines of sales, marketing, distribution, revenue optimization, and digital.



SALES LEADER FORUM EUROPE

Organised by HSMai Europe's Sales Advisory Board the HSMai 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

Join the local events in your region.

COMMERCIAL SUMMER CAMP

The Commercial Summer Camp focuses on developing cross-functional strategic thinking and leadership skills, to enable tomorrow's commercial leaders in the hospitality industry. The ideal candidate is already a sales, marketing, or revenue management expert or a property leader with the ambition and desire to understand all of the specific disciplines and what it takes to keep them all running smoothly together.

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.



CONNECTING FUTURE LEADERS

This is a local meeting place for the young leaders at the age of 35 and younger in the industry where they can share experiences, gain inspiration and build networks.



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. You and your company can apply for individual and company nominations in various categories. The awards ceremony 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

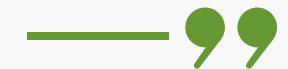














"In this new era of travel, it is important we continue to embrace change and develop new skills. Our membership with HSMAI helps to facilitate this by offering a unique opportunity for continued personal growth, international vision, and diverse networking opportunities."

Roberta Possenti
Vice President of Europe
at Preferred Hotels



Preferred
HOTELS & RESORTS



Inclusions:	 Diamond	 Emerald	 Sapphire
Association Membership	100 associate seats who reside in the region	50 associate seats who reside in the region	25 associate seats who reside in the region
Expert seats on Advisory Boards (Revenue, Sales & Distribution, Marketing & Branding, People & Culture).	3 seats 	2 seats 	1 seat 
Participation of qualifying member executives in various Executive Roundtables	Up to 2 qualifying member executives 	1 qualifying member executive 	1 qualifying member executive 
Complimentary registrations to each of pan-European HSMAI Europe events, including: <ul style="list-style-type: none"> • ROC Europe • HSMAI Awards Europe • Biannual Curate • Sales Leader Forum Europe 	4 tickets 	3 tickets 	2 tickets 
Possibility to collaborate on HSMAI Europe's new concept, FUTURE YOU	✓		
Invitations to member-only local events <ul style="list-style-type: none"> • Meet & Connect • Breakfast Meetings 	✓	✓	✓
Early access to curated content: <ul style="list-style-type: none"> • HSMAI member-only platform • Executive Insights News 	✓	✓	✓
<ul style="list-style-type: none"> • Mentor Program • Rising Leader Councils 	✓	✓	✓
Access to Partner Universities & Student Initiatives	✓	✓	✓
HSMAI Global Certifications: <ul style="list-style-type: none"> • Revenue (CRME), • Marketing (CHDM), • Hospitality Business Acumen (CHBA), • Customer Centricity (ECC). 	✓ 1 complimentary certification for member associate if acting as an HSMAI ambassador for the specific certificate	discounted rate	discounted rate
Participation in the Commercial Summer Camp (1 week program)	✓ 1 complimentary registration excluding hotel & travel	discounted rate	discounted rate
*All prices listed are excluding VAT	31,500 €	22,000 €	16,000 €

Let's talk about you & what we can achieve together



GET IN TOUCH

 www.hsmmai.eu

 postbox@hsmmai.eu

"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



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