

# HSMAI REGION EUROPE

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



## ORGANIZATIONAL PARTNER MEMBERSHIP 2024

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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**<sup>®</sup>  
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





## YOUR BENEFITS

# WHAT'S IN IT FOR YOUR COMPANY?

HSMAI Region Europe is a non-profit association committed to advocate for sales, marketing, distribution, and revenue management within the hospitality industry. As a Partner Member of HSMAI Europe, your company can play a key role by actively participating and contributing alongside like-minded thought leaders and industry professionals.

The benefits of being an organizational member of HSMAI Region Europe include access to member-only resources, discounted leadership programs, certifications, and events, as well as sponsorship opportunities.

## PARTNER INCLUSIONS

- ADVISORY BOARDS** —○
- ACCESS TO MARKET INSIGHTS** —○
- RISING LEADERS PROGRAMS** —○
- MENTOR PROGRAM** —○
- GLOBAL CERTIFICATIONS** —○
- EVENT SPONSORSHIPS** —○
- CONTENT SPONSORSHIPS** —○



[www.hsmi.eu](http://www.hsmi.eu)  
[postbox@hsmi.eu](mailto:postbox@hsmi.eu)

# 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 guides 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



## RISING LEADERS

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

HSMAI Europe is committed to cultivating the next generation of industry leaders. In Europe, HSMAI 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 HSMAI and the industry via their insights, feedback, and thought leadership.

## MENTOR PROGRAM

A mentoring program is a way for organisations to give their employees the opportunity to be a mentor or receive mentorship from a senior leader. You can join our mentor programme, either as a mentee or a mentor.

# 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 HSMIAI Europe's Sales Advisory Board the HSMIAI 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.





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



Inclusions:	Diamond	Emerald	Sapphire	Ruby
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	10 associate seats who reside in the region
Expert seats on Advisory Boards (Revenue, Sales & Distribution, Marketing & Branding, Innovation, People & Culture).				
Sponsor opportunity to pan-European activities, including: <ul style="list-style-type: none"> <li>• ROC Europe</li> <li>• HSMAL Awards Europe</li> <li>• Sales Leader Forum Europe</li> <li>• Executive Roundtables</li> </ul>	✓	✓	✓	✓
Complimentary registration to pan-European HSMAL Europe event: <ul style="list-style-type: none"> <li>• Biannual Curate</li> </ul>				
Invitations to member-only local events <ul style="list-style-type: none"> <li>• Meet &amp; Connect</li> <li>• Breakfast Meetings</li> </ul>	✓	✓	✓	✓
Early access to curated content: <ul style="list-style-type: none"> <li>• HSMAL member-only platform</li> <li>• Executive Insights News</li> </ul>	✓	✓	✓	✓
<ul style="list-style-type: none"> <li>• Mentor Programme</li> <li>• Rising Leader Councils</li> </ul>	✓	✓	✓	✓
HSMAL Global Certifications: <ul style="list-style-type: none"> <li>• Revenue (CRME),</li> <li>• Marketing (CHDM),</li> <li>• Hospitality Business Acumen (CHBA),</li> <li>• Customer Centricity (ECC).</li> </ul>	✓ 1 complimentary certification for member associate if acting as an HSMAL ambassador for the specific certificate	discounted rate	discounted rate	discounted rate
Participation in the Commercial Summer Camp (1 week program)	✓ 1 complimentary registration excluding hotel & travel	discounted rate	discounted rate	discounted rate
Recognized	At Diamond Level	At Emerald Level	At Sapphire Level	At Ruby Level
*All prices listed are excluding VAT	40,500 €	32,000 €	19,000 €	15,000 €

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



## GET IN TOUCH

 [www.hsmmai.eu](http://www.hsmmai.eu)

 [postbox@hsmmai.eu](mailto: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

