

# Agenda

- HSMAI today
- Global activities
- Asia Pacific - looking towards 2015
- Cocktail party!



## Who HSMAI is today

- Still the largest & most active hospitality marketing association in the world. “Your” professional career association.
- 87-year-‘new’ individual member professional association (Non Profit) with over 7000 members in 60 chapters in 31 countries, worldwide
- Chapter & subject matter expert based infrastructure
  - United States & Canada
  - Asia Pacific
  - Mexico, Canada, South America
  - Europe
  - Middle East



# Global update

- US and Europe are now running separate events for each discipline:
    - Sales,
    - Marketing and
    - Revenue Management
  - The US has established Advisory Boards in each discipline
  - HSMai University is running 4 x certification programs and 30-40 Webinars per year
  - HSMai Foundation conducts research and produces publications, articles, tools, templates and more
- [www.hsmmai.org/knowledge](http://www.hsmmai.org/knowledge)

# HSM AI 'Insights' Newsletter Trends & Information

- Current Trends & Information
- Original Content from HSM AI
- Latest News for Sales, Marketing and Revenue Managers
- Monthly publication starting in Asia Pacific late in 2014



# Insights

Weekly sales, marketing, and revenue optimization essentials  
for HSMaI members from the HSMaI Foundation's eConnect

## Fueling SALES

section sponsored by



### Industry Giants Panel on Today's Top Sales Challenges

Insights from the HSMaI Washington, D.C. Chapter's "Industry Giants - V.P. of Sales and Marketing Panel." The session covered a range of issues from social media to emerging trends to top challenges faced by the industry.

PDF Document, 225.07 KB



### Sales teams feel pinch of short booking windows

Booking windows are as short as ever, leaving hotel sales teams to develop new strategies to cope with the pressures of this new normal.

Posted on [hotelnewsnow.com](#)



### Business travel spending rises 6.3% in second quarter

Business travel spending totaled \$62.2 billion in the second quarter, rising 6.3% from a year ago despite headwinds facing the economic recovery, ...

Posted on [Hotel Check-in](#) | By Barbara DeLollis | [USAtoday.com](#)



*more in this category on eConnect*

## Inspiring MARKETING

section sponsored by



### HSMaI Resort Best Practices Initiative Innovation Study: Mobile Platforms in Resorts

The HSMaI Resort Best Practices Initiative launched a new program in Fall, 2010 to evaluate and review sales and marketing technology with the objective to produce a series of Innovation Studies that document the trials. What is needed for successful implementation? What



# Revenue suite

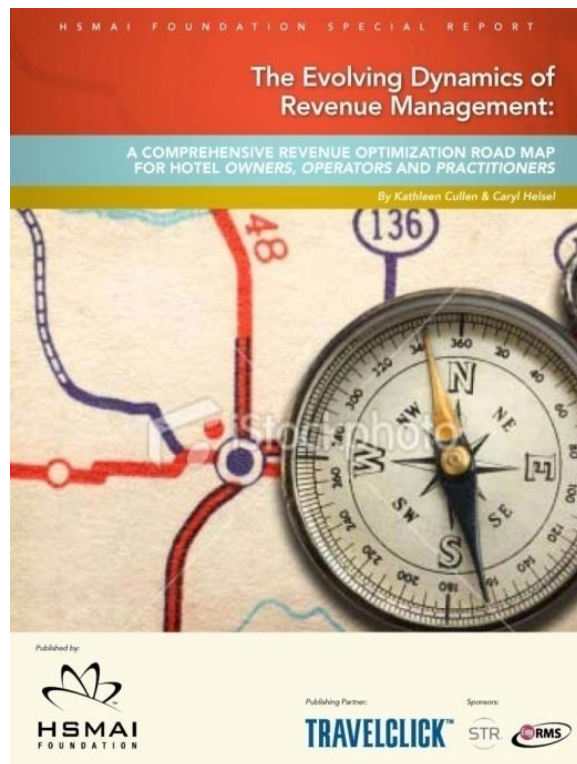
- HSMai's Revenue Optimization Conference
- Chief Revenue Officer Executive Roundtables
- HSMai Foundation's Revenue Management Publication
- Revenue Management Study Course - Certified Revenue Management Executive - CRME
- Revenue Management Advisory Board in US and Europe
- HSMai University's Revenue Management Webinar Series
- **Coming attraction: RM training for non- RM's**



June 2015 in Austin, Texas  
February 2015 in London



# HSMAI & Revenue Management





HSMI  
UNIVERSITY

- 30-40 webinars are produced annually on a variety of topics
- Participate live, or listen and learn, when you want, wherever you want
- All the webinars are recorded and on-demand online
- **4 certifications:**
  - Certified Revenue Management Executive - CRME
  - Certified Hospitality Sales Executive - CHSE
  - Certified Digital Marketing Executive - CHDM
  - Certified Hospitality Business Acumen - CHBA

[www.hsmiuniversity.org](http://www.hsmiuniversity.org)



# APAC Revenue suite - 2015

- CRME Curriculum Review
- Revenue Management Advisory Board - Starting now
- Inaugural HSMai Revenue Optimization Conference -May, 2015
- Executive Roundtables



# **Certified Revenue Management Executive – CRME**

- Revenue Management Study Course -3<sup>rd</sup> edition coming
- Ready for take-off in 2015
- Revenue Managers will be able to gain a globally recognised certification in revenue management

**Can you help?**

# Can you help?

- Revenue Management people to help review the curriculum with an APAC perspective
- Senior Revenue people to serve on the APAC Advisory Board

# WHY BECOME A MEMBER?

Because ---

Your professional development



helps you accomplish your  
business development





See you in the Bay View Foyer  
(4th floor next to Garden Walk 3)