

Hospitality Sales & Marketing Association International

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Bali - 24th March, 2015

Agenda

- Who is HSM AI?
- What?
- Where?
- When?
- How?



Who is HSMAI?

- The largest & most active hospitality marketing association in the world. “Your” professional career association.
- 90 year-old professional association (Non Profit) with nearly 8,000 members in 60 chapters in 31 countries, worldwide
- Chapter (local area) & subject matter experts
 - United States & Canada
 - Mexico, Canada, Brasil
 - Europe
 - Middle East
 - Asia Pacific





Jakarta Event – Board members

Where?

- Greater China
 - Hong Kong, Shanghai & Beijing
- Singapore
- Thailand
 - Bangkok, Pattaya and Phuket
- Australia
 - Sydney, Melbourne, Brisbane and now Canberra
- Indonesia – Jakarta & Bali (**NEW!**)

What? 26 x Events in 2015

2 x Major events:

- Revenue Optimisation Conference
 - 22nd April in Singapore
- Digital Strategy Conference
 - 2nd September in Bangkok
- Format for other events is a mix of Breakfast and afternoon Educational Seminars

ROC Asia



- HSMai's Revenue Optimisation Conference
 - Singapore - April 22nd
- Chief Revenue Officers Roundtable
 - Singapore - April 23rd

22nd April, 2015 in Singapore
22nd June, 2015 in Austin, TX

You're invitation is in the mail!

How? 24 x Educational Events

Aim is to educate hoteliers in Asia Pacific

- 3-4 educational topics, presented by Hoteliers themselves and some experts in technology
- Target to have all costs for events sponsored
- Members always attend these events for Free
- Where we can get enough sponsorship funds, or a hotel can host the event: all hoteliers can attend for Free

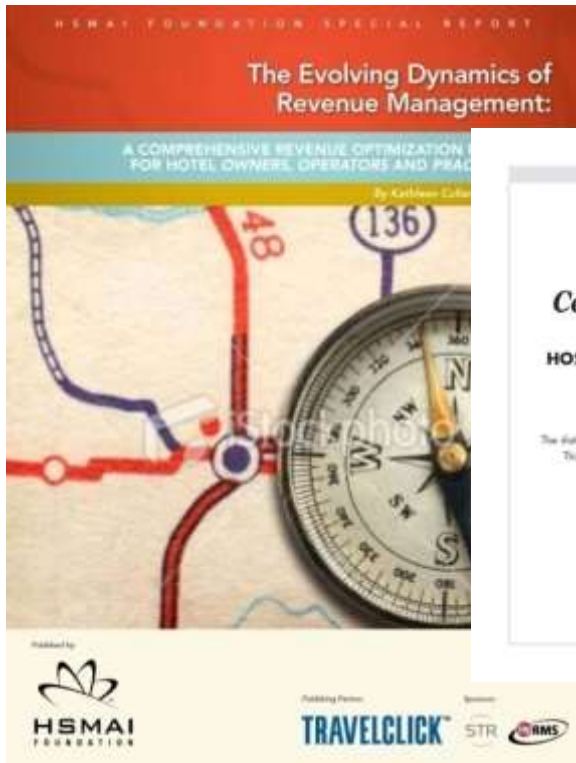


HSMAI UNIVERSITY

- Approximately 30-40 webinars are produced annually on a variety of topics
- Participate live and/or project for your whole team
- All the webinars are recorded and on-demand for your entire team
- **4 certification programs - CHSE, CRME, CHBA, CHDM**
- **FREE** podcasts also available
- Most webinars are now **FREE** to members

www.hsmaiuniversity.org

Revenue Management certification



- Updated and globalised
- Launching at ROC
- Online Study Guide
- Online exam
- Optional face-to-face workshop prior to exam

What? Revenue Management Education

Developing 3 levels:

- 1) Entry level –for those just starting or looking to get into the RM field
- 2) Certification program for experienced Revenue Managers
- 3) Revenue Management for non-Revenue Managers e.g GM's, Sales, Marketing, Reservations

Who? Revenue Advisory Board

- Forming now
- Senior people in RM across APAC
- Goal is to create a team of experts to ensure we're on top of trends and issues, to assist the education of the industry in RM and syndicate knowledge to different markets
- For the Board members, networking with their peers and giving back, sharing their expertise and valuable Board Member experience

Let's make a plan
for Bali!!

Can you help?

Web: www.hsmaiasia.org



Join us on Twitter at @HSMAIASIA

Join our LinkedIn group named “HSMAl Asia Pacific”
(<http://www.linkedin.com/groups?home=&gid=1977138>)



Facebook Group & Page:

www.facebook.com/groups/74333984493/



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KNOWLEDGE
SUCCESS
OPTIMIZE
REVENUE
FUEL
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INSIGHT
TRENDS
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