

# Welcome HSMAI Road Show Bangkok

17 March 2015

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](http://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](http://Hotel Check-in) | By Barbara DeLollis | [USAtoday.com](http://USAtoday.com)



*more in this category on eConnect*

## Inspiring MARKETING

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### 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



## Expansion in APAC

New Board of Directors

New Leadership Committees formed:

- Melbourne, Brisbane and Jakarta
- Thailand Leadership Committee:

Stefan Wolf

Jee Hoong Tan

Jai Govindani

Pawinee Poonyopakorn

Veronica Sirault

Jackson Ferguson

Craig Fong

Sidhu Tejinder

## 2015 Events

- Revenue Optimization Conference (ROC) in Singapore 22 April
- CRO (Chief Revenue Officer) Executive Roundtable Singapore - April 23<sup>rd</sup>
- Mini - ROC events across Asia Pacific - dates to be announced - Melbourne, China and Indonesia
- 9 Roadshows in Feb/March throughout the Asia Pacific
- Other events planned for Thailand
  - 8 May – Mobile Insights & networking cocktails
  - June Pattaya educational workshop and networking cocktails
  - Sept Strategy Conference – Bangkok
  - November Phuket educational workshop and networking cocktails

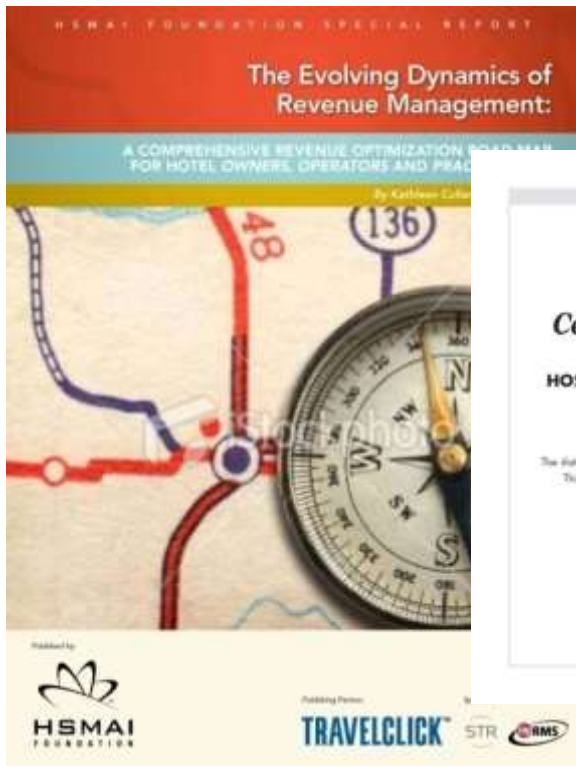
## Monthly INSIGHTS Newsletter

- Current Trends & Information
- Original Content from HSMAI
  - Case studies, opinion pieces
- Latest News for Sales, Marketing and Revenue Managers



- Produces 30 - 40 webinars annually on a variety of topics
- Organize live or on-demand webinar sessions for your entire sales team
- **4 certification programs – CRME (Certified Revenue Management Executive)**
- Archived webinars from two years to six months old are now FREE to members
- [www.hsmaiuniversity.org](http://www.hsmaiuniversity.org)

## Revenue Management Certification



- New updated and globalised program
- Launching at ROC
- Online Study Guide
- Online exam
- Optional face-to-face workshop prior to exam



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Membership is Personal