

# HSMAI'S ROCKET

REVENUE OPTIMIZATION CONTINUING  
EDUCATION & TRAINING

**Jakarta, Indonesia**

**June 3<sup>rd</sup>, 2016**



# Who are we?

HSMAI.ORG

FUEL SALES ■ INSPIRE MARKETING ■ OPTIMIZE REVENUE

Non Profit, 89-year-old, 8000 members, 60 chapters in 31 countries

## Chapters

United States & Canada, Europe & Middle East, Asia Pacific, Mexico, Canada, Brazil





# What do we do?

HSMAI.ORG

FUEL SALES ■ INSPIRE MARKETING ■ OPTIMIZE REVENUE

Focus on Sales, Marketing, Distribution & Revenue Management

## wealth of content created by industry experts for hoteliers.

- Articles
- Presentations
- Templates
- Video and podcasts
- Webinars: 30-40 per year
- Guides
- Whitepapers
- Research papers
- Standard Job descriptions
- Calculators/ tools for Revenue Management



HSMIAI  
UNIVERSITY

[www.hsmai.org/knowledge](http://www.hsmai.org/knowledge)

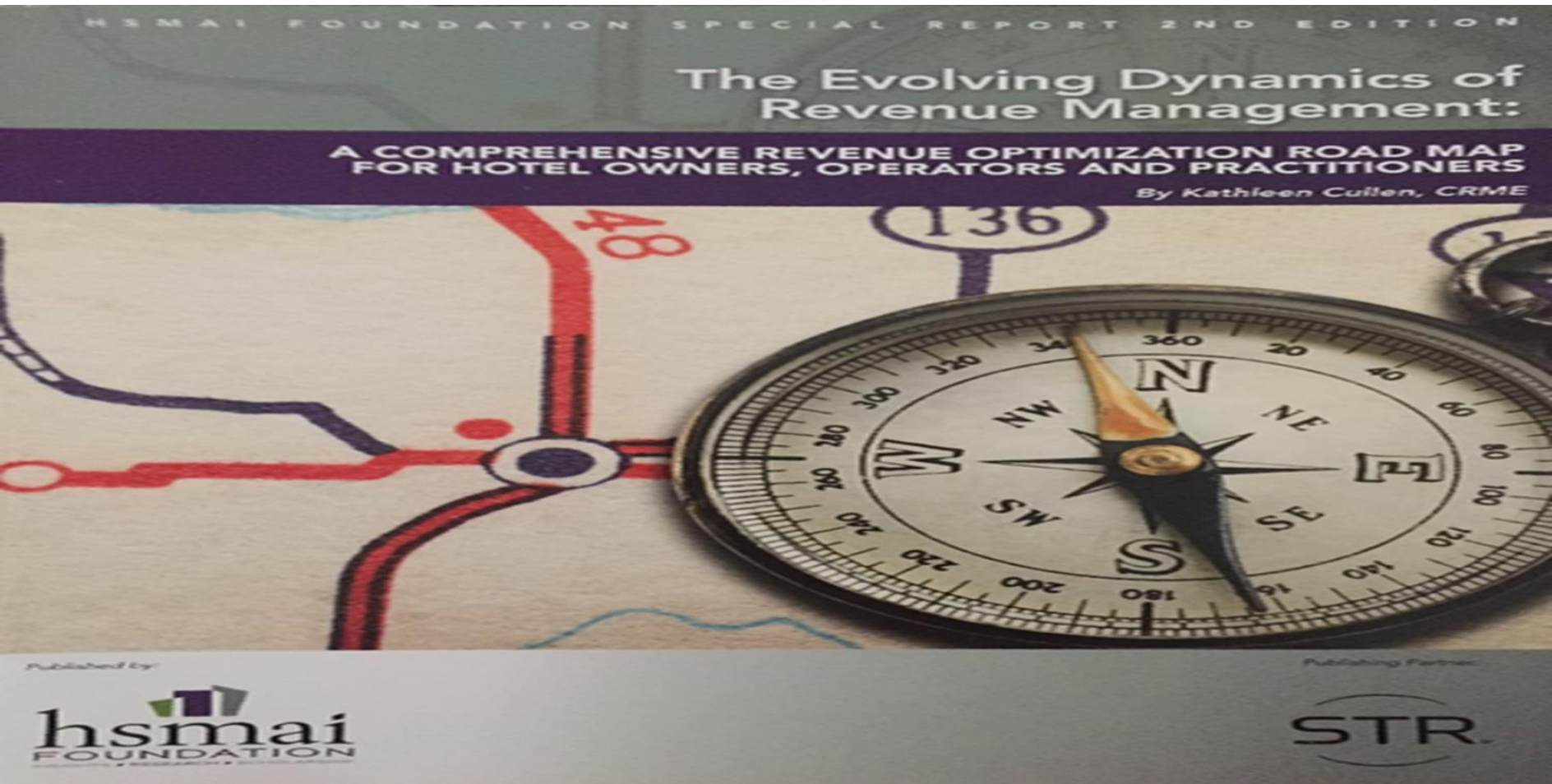


# Highlights

HSMai.ORG

FUEL SALES ■ INSPIRE MARKETING ■ OPTIMIZE REVENUE





The main graphic is a large rectangular logo. The top half has a dark purple background with the text "HSMMAI" in white, bold, sans-serif font. Below it, the word "ROCC" is written in a larger, white, bold, sans-serif font. A white diagonal line separates this from the bottom half, which has a light blue background with the word "ASIAPACIFIC" in white, bold, sans-serif font. At the very bottom, the words "REVENUE OPTIMIZATION CONFERENCE" are written in a dark purple, bold, sans-serif font.



# ROC 2016 Singapore

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# Revenue Management As A Career Path with SIT Singapore

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A medium shot of a bald man with glasses, wearing a light blue button-down shirt, speaking. He is positioned on the left side of the frame. To his right, there is a white circular graphic containing the text "TOTAL REVENUE MANAGEMENT". The background is a blurred green wall.

**TOTAL REVENUE  
MANAGEMENT**

# Bilal Chamsine

**HSMai President, Indonesia Chapter**

**HSMai Asia Pacific Advisory Board Member**





**Mira**



**Matthew**



**Ricky**



**William**



**Vanessa**



**Iwan**





**June 2015  
Jakarta & Bali**



**March 2016  
Jakarta**

- Raise the **Profile** of Revenue Management in the industry.
- Share insights and experience with the industry through conferences, workshops, and **Education**.
- CRME Workshops: Earn Global Recognized Certification in Revenue Management.



# CRME

## *Certified Revenue Management Executive*

This is to evidence that the  
**HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL**  
has officially bestowed upon

The distinguishing letters CRME, signifying qualification by examination, experience, education, and service to the industry.  
This individual has demonstrated the highest qualities of professionalism and performance required for this honor.

\_\_\_\_\_  
*President & CEO, HSMAI*

\_\_\_\_\_  
*Executive Vice President, HSMAI*

\_\_\_\_\_  
*Awarded*



# How to earn a globally-recognised certification in Revenue Management

## Two part process

- 1) Complete the CRME application to demonstrate your eligibility
- 2) Pass an online exam covering the functions performed in revenue management.

1. Visit our CRME website at:  
<http://connect.hsmái.org/asiapacific/education/crme>
2. Complete application form and send to HSMAI University
3. Once approved, pay the fee on our website
4. Receive Study Guide and access to resources
5. Advise HSMAI University when you're ready to do the exam (within 1 year of approval)



## Pak Budi Tirtawisata

CEO, Panorama Group



Chairman of INACEB



Vice Chairman of PHRI





## Pak Alexander Nayoan



President of Jakarta Hotels Association (JHA)



**Tracy Dong**  
IDeaS Revenue Solutions  
Consultant



**Pallavi Nirula Nath**  
CEO RevMax Technologies  
VP HSMAI South East Asia Pacific



**FABIAN BARTNICK**  
VP, Asia Pacific, LODGIC  
HSMAI Asia Pacific Advisory Board Member



**Matt Gebbie**  
Director of Horwath HTL Asia Pacific

**Sharing will enrich everyone with more knowledge**

**Knowledge increases by sharing but not by saving**



## **Matt Gebbie**

**Director of Horwath HTL Asia Pacific**



**Horwath HTL™**

*Hotel, Tourism and Leisure*





**Pallavi Nirula Nath**  
CEO RevMax Technologies  
VP HSMAI South East Asia Pacific





**Tracy Dong**  
IdeaS Revenue Solutions  
Consultant

**IDEAS™**  
A SAS COMPANY

**Thank-you!**

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