Agenda

- Welcome and HSMAI Update : Jackie Douglas, President HSMAI Asia-Pacific

- Destination Insights : Looking at channels and segments: - Mike Evans, Director of Sales at Amadeus

- The Future of Distribution – distribution has changed during COVID – Kristin Rollison, Director, Revenue 20/20 Consulting

- The Sales & Marketing perspective discussion with Tamie Matthews

- NDC: Primer and what hoteliers need to know! – (Virtual) Nitesh Senapati, NDC Growth APAC – Amadeus

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HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL

AMERICAS

EUROPE

ASIA PACIFIC

MIDDLE EAST

The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue.

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www.hsmaiasia.org
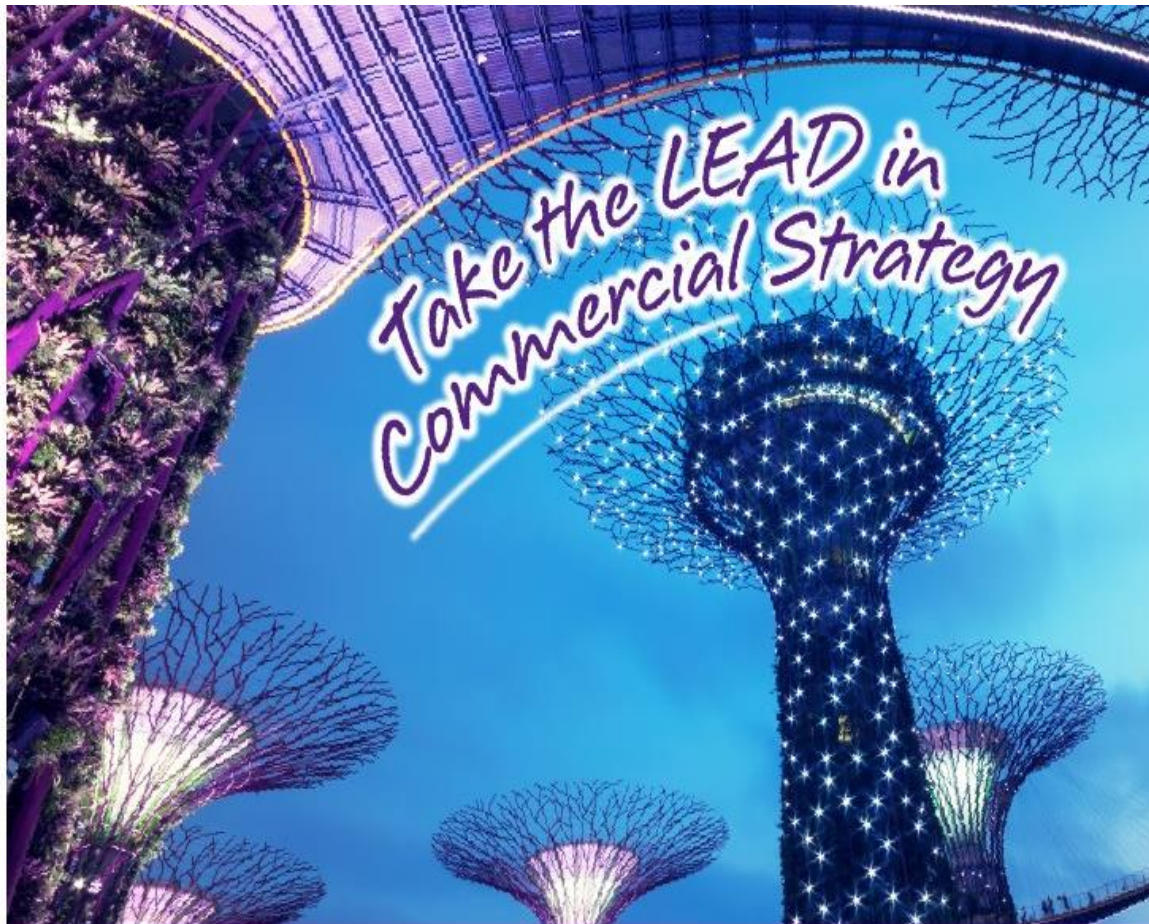
Events in 8 markets

New chapter for India & Maldives in 2022

Events in Asia Pacific

- Singapore
- Greater China
- Thailand
- Australia/ Pacific
- Indonesia
- India
- Japan
- Maldives

REVENUE OPTIMIZATION CONFERENCE
9TH JUNE

ROUNDTABLE: COMMERCIAL LEADERS
10TH JUNE

MASTERCLASS: BUILDING YOUR COMMERCIAL ACUMEN
10TH JUNE

MASTERCLASS: USING CONTENT TO MAXIMISE SALES
10TH JUNE

HOSPITALITY TECH INNOVATION SHOW
10TH JUNE

MASTERCLASS: TOTAL REVENUE MANAGEMENT
10TH JUNE

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Save the dates -Thailand

1) 9th-10th June, Singapore, Revenue Optimization Conference
2) 13th October Digi-Sales ½ day event in Phuket
3) 14-15th October, 2022, Phuket, Digital & Revenue 2-day Training Workshop (Thurs/Friday)
4) November – Webinar on Meetings, Events and Groups

Save the dates - Australia

1) **9th-10th June, Singapore, Revenue Optimization Conference**
2) **6th September – Roundtables in Sydney (afternoon prior to No Vacancy)**
3) **November – Webinar on Meetings, Events and Groups**

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JUST A FEW OF THE MANY BENEFITS YOU RECEIVE WHEN JOINING HSMAI ASIA PACIFIC

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ASIA PACIFIC

MEMBERSHIP BENEFITS

CERTIFICATIONS
Globally recognized certification in Revenue Management (CRME), Digital Marketing (CHDM), and Business Acumen (CHBA)

INDUSTRY EVENTS
Special member pricing on all HSMAI programs, events and publications including the annual Revenue Optimization Conference (ROC)

MARKETING INTELLIGENCE
Latest trends, best practices and case studies from the industry's top marketers

INDUSTRY DISCIPLINE-SPECIFIC EDUCATION
Exclusive access to HSMAI Insights resources

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Provide hoteliers with tools, insights and expertise they need to grow their careers in sales, marketing & revenue management

JOIN
THE
MISSION

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Organizational Membership

This type of membership is new to APAC in 2022. Lets look at the benefits:

- Mindset Digital series - free for your members – last years topics were around adapting to the small screen with everything being on zoom now- [Small Screen, Big Impact](#)

- CHDM and CRME certification for your "Certification Ambassadors"

- 1 enrolment the "Certificate in Revenue Mgmt" or the "Certificate in Digital Marketing" or a 5-course "Leaders package"

- Invitations to local Roundtables in your country

- Members can take part in their local Chapter Boards

- Additional staff can join for US$200 per person

- All your staff get the Member price at the Revenue Optimization Conference – we will distribute a code for you to share

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Stay Connected

Follow us on Social Platforms

https://linkin.bio/hsmaiasiapacific

Contact us for more information:
info@hsmai-asia.org

Reach Jackie at:
Jackie@hsmai-asia.org

Reach Sonnia at:
sonnia@hsmai-asia.org

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