



FUEL SALES | INSPIRE MARKETING | OPTIMIZE REVENUE

Schedule

9:10 – 9:50 AM

How to apply Revenue Management Concepts to your Restaurant

9:50 – 10:30 AM

Optimize Meeting & Events Revenue with Automation

10:30 – 11:00 AM

SPEEDY NETWORKING COFFEE/TEA

11:00 -11:45 AM

TRM – Start Now!

11:45 – 12:30 PM

Total Revenue Forecasting (TRF)

12:30 – 1:15 PM

LUNCH

1:15 – 2:00 PM

The Effective Hotelier – How to make the most of your time

2:00 – 2:45 PM

Connecting the Dots with your Data

2:45 – 3:30 PM

The Influential Hotelier – How to move from Insight to Action



3 CERTIFICATIONS
20+ ONLINE COURSES
2 CERTIFICATE PROGRAMS

LEARN MORE

Qualifications



Certificate in Revenue Management (Hospitality)

Master the fundamentals of Revenue Management with HSMIA Academy's online courses for Hoteliers

[COURSE GUIDE](#)



Certificate in Digital Marketing (Hospitality)

Master the fundamentals of Digital Marketing with HSMIA Academy's online courses for Hoteliers

[COURSE GUIDE](#)

Certifications



Sales Certification returning soon!

New Courses Launched in 2022- 23

- Competitive Price to Value Analysis (How to price your rooms)
- GMs Guide to working with Hotel Owners
- How to develop your Hotel SWOT Analysis
- How to Read your STR Report
- Managing a Hotel Sales Function



More Training coming soon

We are confirmed signing **MOU** tomorrow with Singapore Republic Polytechnic to develop e **Total Revenue Management Training Program** for hotels.



More Classes



We're also working with **Singapore Institute of Hospitality** to develop some face-to-face training for the Singapore market.



Learn More...

Learn more @ HSMAI
ACADEMY

<https://hsmiacademy.org>

Watch & Learn More on:

youtube.com/hsmiasiapacific



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Contact us for more informatio
info@hsm-ai-asia.org



H SMAI TRAINING DAY

12th May Masterclasses - Singapore

MARINA BAY SANDS, 8:30AM TO 4PM

- 1 | HOW TO APPLY REV MGT TO YOUR RESTAURANT**
Celine Quek
- 2 | TOTAL REVENUE FORECASTING (TRF)**
Pallavi Nirula Nath
- 3 | OPTIMIZE MEET & EVENTS REV WITH AUTOMATION**
Jerry Estrera
- 4 | TOTAL REVENUE MGT (TRM) - START NOW!**
Assoc. Professor Dr. Detlev Remy & Anders Johansson
- 5 | THE EFFECTIVE HOTELIER - HOW TO MAKE TIME**
Heidi Gempel
- 6 | CONNECTING THE DOTS WITH DATA**
Philip Schaetz
- 7 | THE INFLUENTIAL HOTELIER - INSIGHT TO ACTION**
Heidi Gempel

Thank You

Check out www.hsmaiasia.org

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

**JOIN
THE
MISSION**