

REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



SINGAPORE 8-9 May 2024

Structuring your Commercial Team for Success

REVENUE OPTIMIZATION CONFERENCE



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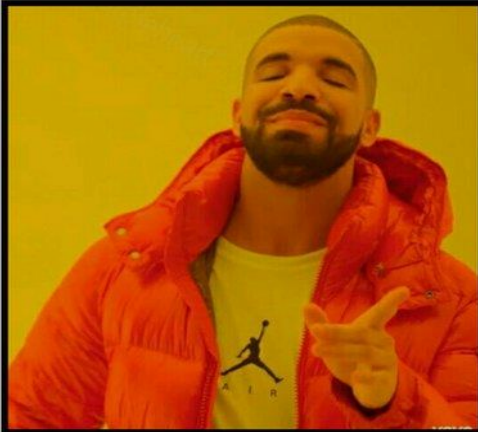


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Commercial Director Franchise - Asia Pacific
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Let's talk REVPAR & GOPPAR?



**Let's talk about You, Your
Team and Your Success!**

Agenda



Success

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL



Evolving



Takeaways

A group of four business professionals are gathered around a table in a modern office setting. A woman with long dark hair, wearing a white and black grid-patterned blouse, is leaning over the table, pointing at a document with a pen. To her left, a man in a light blue shirt and dark tie is looking at the document. In the foreground, the back of a woman's head and shoulders is visible. To the right, a man with glasses and a dark shirt is looking towards the woman leaning over the table. The background shows large windows and office furniture.

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