



ONE-DAY CONFERENCE:

# The SIG's are here

TUESDAY  
17 NOVEMBER  
2009  
HILTON  
WARSAW



Dear HSMAI members  
and partners,

HSMAI focus on Revenue Management and  
Special Interest Groups (SIG)

**Please sign up and join us!**



## Programme



**08.30– 09.00:** Registration and coffee

**09.00 – 09.15:** Opening of the conference by Ingunn Hofseth, President & CEO, HSMIAI Europe

**09.15 – 10.00:** Special Interest Groups – introduction by Tomasz Janczak

**10.00 –12.00:** Revenue Management. The first part of the programme is designed to help leaders that don't work with Revenue Management on a daily basis to better understand what it is and what it implies.

Marion Hughes will lead both sessions. She is an international resource with broad experience, also from Europe. You will find more information about her background later in this invitation.

**Revenue Management session 1 – Management 101**

### **Session 1 – Who should attend:**

All Hospitality professionals involved in pricing / distribution decision making

**RM works best when it is a culture that is embraced by everyone on the management team!**

Current RM practitioners should attend to brush up on best practices and make sure you are keeping current with new trends/strategies.

Owners/Asset Managers – build your knowledge and understanding of the concepts that get applied to sales channels

- Introduction to Revenue Management Basics, Principles, and Historical Development
- How to start a programme
- Measuring Success

By Marion Hughes



**12.00–13.00:** Lunch

**13.00–17.00:** Revenue Management session 2 – Revenue Management 201

### **Session 2 – Who should attend:**

Anyone who wants to brush up on strategies/tactics for applying RM decisions

Any Managers in need of assistance to develop a results oriented action plan

Anyone who is currently, or plans to be, or for those that oversee the day to day RM function of their business

Owners/Managers – best way to protect your asset is to be informed and engaged....

Head of E-commerce, electronic distribution

Head of Reservations

### **Revenue Management 201 includes PM Break-out**

- Advance programme for those familiar with the basic concepts
- How to take your programme to the next level
- Strategic Management (Pricing/Distribution)
- Automation do we need it/Why?
- Strategic Forecasting and Market segmentation
- Reports. keep it simple
- The Price Box (The last hour Interactive)

Participants are encouraged to bring with them their individual STR/Bench market share Reports for analysis and a trouble shooting exercise. Action plans will be developed for the whole audience (not individualized).

(If we can get a sample report for use in the presentation to use as an example, we will hide the individual hotel info and use as our interactive guide)

By Marion Hughes

## **Marion Hughes**

Marion Hughes currently makes her home in New York City as Vice President, Business Development for Intelligent Hotels, a global leader who have developed and deployed intelligent revenue strategies for a wide range of hotel groups, including Leading Hotels of the World, Preferred Hotels and Resorts, Small Luxury Hotels of the World, Loews Hotels, Le Meridien, Relais & Chateaux, Millennium Hotels and Resorts, Capella Hotels, Holiday Inns, Ramada Hotels, Choice Hotels, Marriott, Hilton International, and Mexicos Grupo Posadas.

Marion has worked for a European luxury hotel group managing sales and marketing for 6 of their hotels and overseeing 14 sales executives. She has extensive experience from working in online distribution and has held a global marketing role in a key European Travelocity business unit.

**Sign up for this great Conference!**



## Participant fee and registration:

Early-bird: EUR 300 if you register before Thursday, 3 November

After 3 November: EUR 350

All prices are ex. VAT.

Binding registration to HSMAI: [postbox@hsmmai.no](mailto:postbox@hsmmai.no) For groups or more than 3 participants from a company, please contact Anita at (+47) 91652873 or email [ah@hsmmai.no](mailto:ah@hsmmai.no)

## Welcome!

Ingunn Hofseth  
HSMAI Europe  
President & CEO