

# 2018 Organizational Membership in HSMAl



## Mission

The Hospitality Sales and Marketing Association International (HSMAl) Region Europe is committed to growing business for the hotel, event and travel industry and their partners, and is the industry's leading advocate for intelligent, sustainable revenue growth on a local, national and European level. The association provides practical tools, insights, and cutting edge expertise to enable knowledge sharing and enhance professional development as well as fuel sales, inspire marketing, transform businesses digitally and optimise revenue.

## Organizational Membership Overview

A new option for membership in HSMAl is available for 2018: Organizational Membership. With an Organizational Membership, the company will be the HSMAl member, and multiple corporate employees will have access to a wide-range of unique member benefits.

Most unique and valuable is the opportunity for corporate representatives to engage face-to-face and virtually with their peers from other Organizational Members. It is a singular opportunity to connect with contemporaries around emerging issues and growing trends across sales, marketing, and revenue management — resulting in invaluable insights that can help them and their distribution, service operation companies lead through the most critical business concerns that the industry is, and will be, dealing with.

# Organizational Membership Benefits



## A voice in the development of content, insights, and educational programs that represent the voice of and advocate for sales, marketing, distribution, service operation, and revenue management



- Executives from Organizational Members will have the unique opportunity to share trends and predictions that will guide the priorities for the content and educational programs that will be produced by the association through a uniquely facilitated Curate event that will be held two times per year.
- Recognition for Organizational Members will be included in all content produced by HSMAI.
- Delegates to the Curation Board will engage with industry executives and peers across the disciplines of sales, marketing, distribution, service operation and revenue management at the events.
- Recognition of Curation Board delegates will be given at each Curate event.



## Unique experiential and learning opportunities for executive audiences

- Invitations to special events for associates from Organizational Member Companies:
  - Think Tanks held throughout the year on topics related to emerging trends or of timely relevance
  - The semi-annual Curate event



# Organizational Membership Benefits



## Memberships, communication, and access to resources

- Membership for multiple corporate or regional individuals employed by the company. The number of members from the company headquarters will be based on the level of membership.
- A special Executive Insights enewsletter
- Access to HSM AI's online Knowledge Center for all Organizational member associates

## HSM AI Region Europe Event Trend Barometer Survey

Great corporate culture doesn't happen on its own accord and more and more companies use events to build their culture, and also more companies use events as part of their marketing strategy. HSM AI Region Europe have worked out an annual barometer for the developments in the event market – the HSM AI Event Trend Barometer – and the survey will now take place in several countries, in close cooperation with local and international partners.



## HSM AI Region Europe Mentor Program

The HSM AI Region Europe Mentor Program has been developed in close collaboration with many of our members and advisors.

Whether our position is national, pan-European or global, in order to be successful and stay on top of the game we have to know what's going on in the world. The changes in the industry are rapid, the market is demanding – and therefore it is more important than ever to be updated and to understand different leadership styles in order to succeed in their personal development. The program is aimed at all ages and levels in the Hospitality Industry.

Visit us at [www.hsm.ai.eu](http://www.hsm.ai.eu)

***Pricing for Organizational Membership is tiered based on the size of the company.***

# What is Curate?



## HSMAI's Curate

### An HSMAI Executive Insights Forum

**A new event called Curate will be produced two times annually. The frequency is intended to keep pace with the fast rate of change in the hospitality industry.**

- Provide a forum to enable corporate executives to discuss, anticipate, and deal with the most critical business issues that impact performance based on industry sentiment research done prior to each Curate.
- Provide "meeting minutes" of these most critical issues along with curated problem-solving insights that participants can take back to their companies.
- Prioritize and frame those issues in a way that will guide the association's program of work and content development plan.

One of the unique aspects of the event will be the corporate attendee composition and conversation that is across all disciplines of sales, marketing, distribution, service operation, and revenue management as well as company types represented in HSMAI Organizational Membership.

Attendees at Curate must be senior executives from the Organizational Memberships Companies. They will identify emerging trends and issues and recommend actions.

A standard Curate agenda will include:

- A pre-event survey to all delegates will identify current and emerging trends which are top of mind that they would like to discuss with industry colleagues
- An evening social function prior to the day of the meeting
- Opening general session with a recap of survey results or output
- Breakouts focused on the top themes identified in the pre-event survey, each with a moderator who has at basic knowledge on the subject matter.
- Presentations from breakout moderators to general session with summary of discussion
- Q&A



# Partner Company Tiers and Benefits



	Diamond	Gold	Silver	Bronze
<b>Curate Attendees</b>	up to 4 delegates	up to 3 delegates	2 delegates	1 delegate
<b>Advocacy, Education &amp; Resource Development</b>	Included	included	included	included
<b>Executive Insights enewsletter</b>	Included	included	included	included
<b>Early access to curated content</b>	Included	included	included	included
<b>Recognition on content</b>	recognized at Diamond level	recognized at Gold Level	recognized at Silver level	recognized at Bronze level
<b>Membership</b>	up to 100 associates	up to 50 associates	up to 25 associates	up to 10 associates
<b>Local engagement</b>	any member associates may opt in	any member associates may opt in	any member associates may opt in	any member associates may opt in
<b>Annual Investment</b>	€ 37,500	€ 29,500	€ 17,500	€ 9,500

*Please note the membership prices are excluding VAT which will be added for UK-based companies/persons.*

Companies may upgrade to a higher tier if they would like additional individual memberships for associates or additional benefits.



# Commitment Form



**Please complete and return this page to HSMAI Region Europe at [postbox@hsmmai.eu](mailto:postbox@hsmmai.eu) to signify your commitment for the 2018 calendar year as an Organizational Member. We will be in touch with you to gather the additional details to active the membership for the associates within your organization.**

Company Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_

City: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Secondary Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Partner Organizational Membership Tier:

☐ Diamond € 37,500

☐ Silver € 17,500

☐ Gold € 29,500

☐ Bronze € 9,500

## Method of payment

### Credit Card:

☐ AmEx    ☐ Visa    ☐ MasterCard

Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

### Invoice me:

☐ Now    ☐ Dec 2017    ☐ Jan 2018