



COMMERCIAL STRATEGY CONFERENCE

Strategize, Optimize, Capitalize



26 July 2024

THE LEELA AMBIENCE GURUGRAM HOTEL, DELHI NCR, **INDIA**



What Can Your Association Do For You?



GLEN A. GROSIC
Managing Director - Asia
HSMIA Asia Pacific

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About HSMAI

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL

Founded in 1927 in the US, 97 years young, serving the Hotel Industry for near a century



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.

Mission



HSMAI is committed to **growing** business for hospitality by fuelling **sales**, inspiring **marketing**, optimizing **revenue**, and assisting professionals working in these spaces to connect with industry and develop their careers.



National Advisory Boards



EXPERTS

A credible platform of thought leaders of Hospitality Commercial functions in Asia Pacific.

COLLABORATE &

Facilitates and collaborates with key stakeholders on challenges and opportunities to advance, innovate and optimize performance.

EDUCATE

Provide educational content and personal development that will allow Commercial professionals to grow and advance their careers.

HSMAI India Advisory Board



Varun Sharma

General Manager, HSMAI India

Nikhil Golani

Event Manager, HSMAI India

Amit Middha

Director, Revenue Performance, IHG

Brij Bhushan Chachra

Regional VP Marketing, IHCL India

CS Ramachandran (Ram)

VP Hotel Revenue Optimisation, Preferred Hotels & Resorts

Karishma Singh

VP Revenue & Distribution, IHCL

Nikhil Sharma

MD & Area Snr. VP, Radisson Hotel Group

Sakshi Sehdev Dogra

Head of Sales & Marketing, Wyndham Hotels & Resorts

Seema Roy

Area MD, Preferred Hotels & Resorts

Vikram Berry

Area Brand & Content Marketing Director, Radisson

2 Key Areas of HSMAI



Membership for
Commercial Hoteliers



Globally recognised Certifications
and Training for Hoteliers

Individual Membership



Individual Membership



MEMBERSHIP BENEFITS



TOOLS & EDUCATION

Access to useful marketing, revenue, sales tools and special Member rate educational opportunities through HSMAI Academy



INDUSTRY EVENTS

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



INDUSTRY INTELLIGENCE

Monthly Insights on latest trends, best practices, and case studies for sales, marketing, and revenue optimisation



PEER NETWORK

Local, national and international contacts



GLOBAL MEMBERSHIP

Opportunity to participate in programs and events in multiple markets globally at special member pricing

2024 Organizational Members

Diamond



BWH | Hotels

Hilton

IHG
HOTELS & RESORTS



Emerald

HYATT®



WYNDHAM
HOTELS & RESORTS

Sapphire



OUTRIGGER.
Aimbridge

CHOICE
HOTELS®

OMNI® HOTELS
& RESORTS

RUBY: Atrium Hospitality ♦ Concord Hospitality ♦ CoralTree Hospitality Group ♦ Kessler Collection ♦ KSL Resorts ♦ Loews Hotels
♦ Marcus Hotels & Resorts ♦ MMGY Global ♦ MyDigitalOffice ♦ Prince Resorts ♦ Regency Hotel Management ♦ Remington Hotels

2024 Organizational Members



Cornell University



JOHNSON & WALES
UNIVERSITY



VIRGINIA POLYTECHNIC INSTITUTE
AND STATE UNIVERSITY



NEW YORK UNIVERSITY

UNLV

HARRAH
COLLEGE OF
HOSPITALITY



UNIVERSITY OF
DELAWARE



- ◆ Boston University ◆ Cornell University ◆ Johnson & Wales University
- ◆ Michigan State University ◆ NYU ◆ Penn State University ◆ University of Delaware
- ◆ UNLV, William F. Harrah College of Hospitality ◆ Virginia Tech

New India City Chapter Board - Delhi



Volunteer and start your Chapter Board Member journey!

Conferences & Events



APAC Conferences

REGIONAL



NATIONAL



Executive Roundtables

Invitation only. Regional or National or City focused.

General Managers / Sales & Marketing / Commercial / Revenue



A promotional graphic for an executive roundtable in Singapore. The top half features a photograph of six business professionals (three men and three women) seated around a large, curved wooden conference table in a modern meeting room. The bottom half has a white background with a decorative border of purple and green triangles. A purple circular badge on the right contains the text "SINGAPORE 27 FEB 2024". Below the badge, the word "ROUNDTABLE" is written in bold purple letters. Underneath, the text "Chief Commercial Officers APAC" is displayed in black. The hsmái logo is in the bottom left corner.

SINGAPORE
27 FEB 2024

ROUNDTABLE

**Chief Commercial Officers
APAC**

hsmái



A promotional graphic for an executive roundtable in Bangkok. The top half features a photograph of six business professionals seated around a large, curved wooden conference table. The bottom half has a white background with a decorative border of purple and green triangles. A purple circular badge on the right contains the text "BANGKOK 20 MAR 2024". Below the badge, the word "ROUNDTABLE" is written in bold purple letters. Underneath, the text "General Managers THAILAND" is displayed in black. The hsmái logo is in the bottom left corner.

BANGKOK
20 MAR 2024

ROUNDTABLE

**General Managers
THAILAND**

hsmái



A promotional graphic for an executive roundtable in Mumbai. The top half features a photograph of six business professionals seated around a large, curved wooden conference table. The bottom half has a white background with a decorative border of purple and green triangles. A purple circular badge on the right contains the text "MUMBAI 11 APR 2024". Below the badge, the word "ROUNDTABLE" is written in bold purple letters. Underneath, the text "Commercial Leaders INDIA" is displayed in black. The hsmái logo is in the bottom left corner.

MUMBAI
11 APR 2024

ROUNDTABLE

**Commercial Leaders
INDIA**

hsmái



A promotional graphic for an executive roundtable in Sydney. The top half features a photograph of six business professionals seated around a large, curved wooden conference table. The bottom half has a white background with a decorative border of purple and green triangles. A purple circular badge on the right contains the text "SYDNEY 21 FEB 2024". Below the badge, the word "ROUNDTABLE" is written in bold purple letters. Underneath, the text "Sales & Marketing Leaders PACIFIC" is displayed in black. The hsmái logo is in the bottom left corner.

SYDNEY
21 FEB 2024

ROUNDTABLE

**Sales & Marketing Leaders
PACIFIC**

hsmái

Education & Networking Events

7 ASIA Cities

hsmi

POWER-UP

EDUCATION & NETWORKING EVENT

ASIA 2024

meet share learn unwind

FOR COMMERCIAL HOTELIERS

SEOUL

SINGAPORE

HONG KONG

BANGKOK

MUMBAI

DELHI

BANGALORE



Future Proofing Your Career



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