



hsmái

POWER-UP

EDUCATION & NETWORKING EVENT

JAKARTA

23 JAN 2025

meet share learn unwind



FOR COMMERCIAL HOTELIERS



Hosted by:

THE 101
HOTELS & RESORTS



ABOUT HSMAI



GLEN GROSIC
Managing Director
HSMAI Asia

JAKARTA
POWER-UP



EDUCATION & NETWORKING

For Commercial Hoteliers





Hospitality Sales & Marketing Association International

<https://academy.hsmai.org/>

<https://asia.hsmai.org/>

Regions & Resources



TOOLS & EDUCATION

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



INDUSTRY EVENTS

Special member pricing on all HSMIA 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

Global Signature Programs

CONFERENCES



The **Commercial Strategy Conference** is the flagship event for HSMAI Globally.



HSMAI Curate is an invite-only – **exclusive for Organizational Members** - closed-door forum.

PEOPLE



AWARDS & RECOGNITIONS



HSMAI Adrian Awards are the Oscars of the Hospitality Marketing & PR community for **67 years**.



Top 25 Extraordinary Minds in Hospitality Sales, Marketing, Revenue Optimization, and Distribution.

EDUCATION



HSMAI Academy brings education to one platform – offering a diverse array of courses & learning experiences.

Hotel Organizational Members



BWH™ | Hotels

Hilton

IHG®
HOTELS & RESORTS



HYATT®

WYNDHAM
HOTELS & RESORTS



OUTRIGGER.
Aimbridge



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

Academic Partners & Collaborations



Cornell University



JOHNSON & WALES
UNIVERSITY



NEW YORK UNIVERSITY



- ◆ 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

HSMAI Asia Pacific – 2 Key Areas



Professional Society of Commercial Hoteliers



Conferences, Events, Networking, Intel



Futureproofing Your Career



Globally recognised Certifications
and Training for Hoteliers

Conferences & Meetings



APAC Conferences & Meetings

REGIONAL



By Region, Country, City



NATIONAL



By City





FOR COMMERCIAL
HOTELIERS

meet share learn unwind

Why POWER-UP?

- **Meet**

Build Community/ Network

- **Share**

Connect

- **Learn**

Knowledge Xchange

- **Unwind**

Casual/ Enjoyable



Advisory Boards – Content Governance

By Hoteliers for Hoteliers

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.

Learning & Development

A promotional box for hsmmai ACADEMY with a purple border and a green bottom section. It features the hsmmai ACADEMY logo at the top left. To the right are four circular certification logos: CRME (Certified Revenue Manager), CHDM (Certified Hotel Development Manager), CHBA (Certified Hospitality Business Analyst), and CHSL (Certified Hospitality Sales Leader). Below the logos, the text reads '4 CERTIFICATIONS', '30+ ONLINE COURSES', and '2 CERTIFICATE PROGRAMS'. At the bottom, there is a green button with the text 'LEARN MORE' in white.

hsmmai
ACADEMY

CRME
HSMAI

CHDM
HSMAI

CHBA
HSMAI

CHSL
HSMAI

4 CERTIFICATIONS
30+ ONLINE COURSES
2 CERTIFICATE PROGRAMS

LEARN MORE

Future Proofing Your Career

Professional Certifications

Globally recognized Certifications
for Commercial Hoteliers



Certificates: in-person or online training

10 courses, 20-30 hours study, covers all components of the role



Certificate in Revenue Management (Hospitality)

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

[COURSE GUIDE](#)



Certificate in Digital Marketing (Hospitality)

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

[COURSE GUIDE](#)



Competency Courses

Restaurant and Events Revenue Management, Hotel Data Analytics



Restaurant Revenue Management Essentials

ONLINE COURSES



🕒 3 x 60 mins

📁 Upskilling

🖥️ Self-paced



Events Revenue Management Courses

ONLINE COURSES



🕒 3 x 60 mins

📁 Upskilling

🖥️ Self-paced

hsmai

Hotel Data Analytics Essentials

ONLINE COURSE



🕒 8-10 hrs

📁 Advanced

🖥️ Self-paced

Quick Upskilling Online

Ready when you are...

Unlock Profit Potential:
Upskill with short, online courses

Created by hoteliers for hoteliers

The logo for HSMai Academy, featuring a stylized bar chart icon above the text 'hsmai' in a bold, lowercase font, with 'ACADEMY' in a smaller, uppercase font below it.

www.hsmaiacademy.org

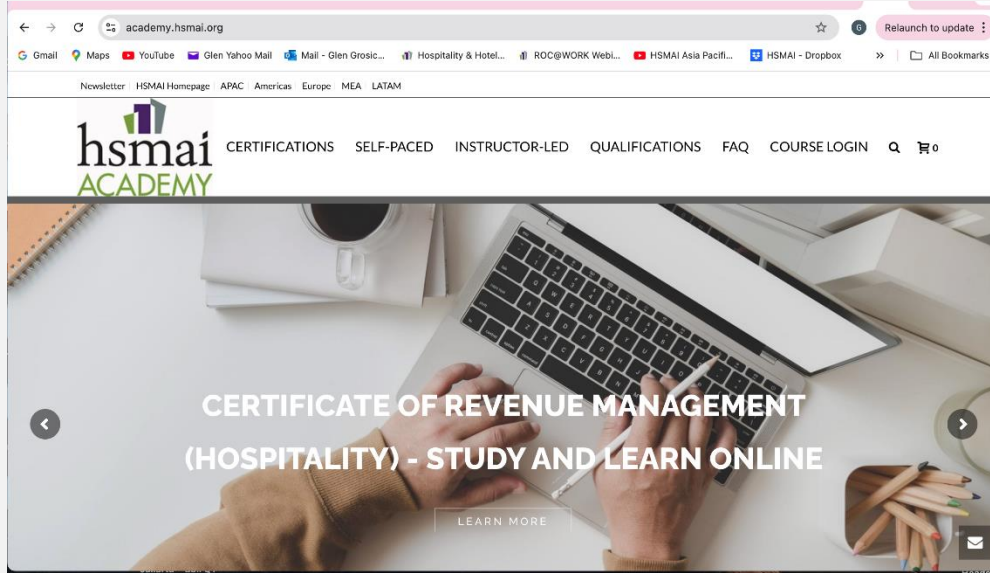
QR
CODE:



30+ Online Courses from USD35

- Competitive Pricing Analysis (How to price your rooms)
- Restaurant Revenue Management
- Email Marketing, CRM, and Loyalty
- How to Read your STR Report
- Market Segmentation
- And more...

<https://academy.hsmmai.org/>



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Join us on
LinkedIn

You
Tube Find us on
YouTube

f Like us on
Facebook

FOLLOW US ON
Instagram



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

**JOIN
THE
MISSION**





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