



ABOUT HSMAI



GLEN GROSIC
Managing Director - Asia
HSMAI

NEW DELHI POWER-UP

EDUCATION & NETWORKING

For Commercial Hoteliers





Hospitality Sales & Marketing Association International

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.

Individual Members



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 & Collaborators



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

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.

HSMAI India Advisory Board



C.S. RAMACHANDRAN, CRME
VP Hotel Revenue Optimization
Preferred Hotels & Resorts



KARISHMA SINGH
VP - Revenue Management & Distribution
IHCL



BRIJ BHUSHAN CHACHRA, CRME
VP Sales, Revenue Management & Distribution
Mahindra Holidays & Resorts India Limited



SEEMA ROY
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Preferred Hotels & Resorts



AMIT MIDDHA
Dir. Revenue Performance South West Asia
IHG



SAKSHI DOGRA
Head of Sales & Marketing
Wyndham



VIKRAM BERRY
Area Brand & Content Marketing Dir.
Radisson Hotel Group



JACKIE DOUGLAS
President
HSMAI Asia Pacific

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

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



Learning & Development



Future Proofing Your Career

Professional Certifications

Globally recognized Certifications
for Commercial Hoteliers



Learning & Development


hsmmai
ACADEMY



academy.hsmmai.org

3 CERTIFICATE PROGRAMS

30+ ONLINE COURSES



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
- How to Read your STR Report
- Market Segmentation
- Restaurant Revenue Management
- Email Marketing, CRM, and Loyalty
- And more...

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

**JOIN
THE
MISSION**



hsmmai

POWER-UP

EDUCATION & NETWORKING EVENT

NEW DELHI

7 FEB 2025

meet share learn unwind



FOR COMMERCIAL HOTELIERS



Hosted by:

