





ABOUT HSMAI



**GLEN GROSIC**  
Managing Director - Asia  
HSMAI

HONG KONG  
**POWER-UP**

EDUCATION & NETWORKING

For Commercial Hoteliers





Hospitality Sales & Marketing Association International

# Purpose – You!



Assisting hoteliers  
working in **Sales/  
Marketing/ Revenue**

to **connect** with  
industry and **develop**  
their **skills & careers**

# Regions & Resources



## 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

# Individual Members



# Hotel Organizational Members



**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

# 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

**POWER-UP**  
 EDUCATION & NETWORKING EVENT  
 hsmái

FOR COMMERCIAL HOTELIERS  
 meet share learn unwind

- BALI 20 MARCH
- SEOUL 20 MARCH
- HONG KONG 27 MARCH
- BANGKOK 03 APRIL
- NEW DELHI 09 MAY
- SURABAYA 19 JUNE



FOR COMMERCIAL  
HOTELIERS

meet share learn unwind

## Why POWER-UP?

- **Meet**

*Build Community/ Network*

- **Share**

*Connect*

- **Learn**

*Knowledge Xchange*

- **Unwind**

*Casual/ People Focused*



»»»» **HK**  
COMMERCIAL  
COMMUNITY  
**POWER-UP**



# Commercial Strategy Conference



Pre-Con - 28 May



Day 1 – 29 May



COMMERCIAL STRATEGY CONFERENCE

Day 2 – 30 May



COMMERCIAL MASTER CLASSES

# HSMAI Trailblazer Awards



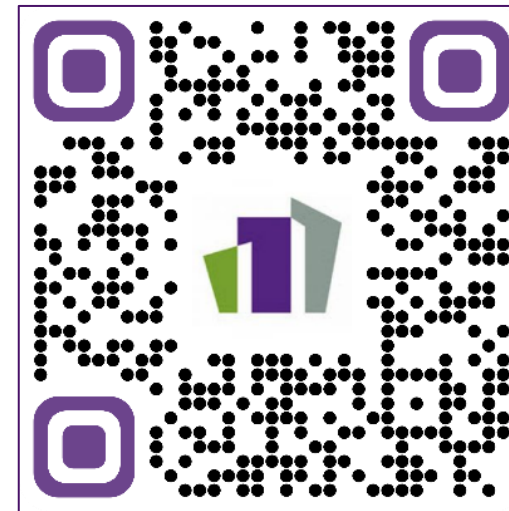
**TRAILBLAZER AWARDS**  
THURSDAY 29th MAY 2025

Recognizing outstanding achievements and contributions in the fields of Sales, Marketing, and Revenue in the hospitality.

hsmaí GLION Les Roches

SUBMISSION DUE DATE: 30th APRIL 2025

- Anyone can enter, free entry
- Any project or campaign in APAC
- Innovation gets votes!
- Be recognized as a leader
- Great (Educational) prizes
- You don't have to be a big brand to win!



# Learning & Development



*Future Proofing Your Career*

# 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

# Professional Certifications

Globally recognized Certifications  
for Commercial Hoteliers





academy.hsmmai.org



The graphic features the HSMMAI Academy logo on the left, which includes a stylized bar chart icon above the text 'hsmmai' and 'ACADEMY'. To the right of the logo are four circular certification seals: 'CRME HSMMAI' (Certified Revenue Management Executive), 'CHDM HSMMAI' (Certified Hospitality Digital Marketer), 'CHBA HSMMAI' (Certified Hospitality Business Acquirer), and 'CHSL HSMMAI' (Certified Hotel Sales Leader). Below these seals, the text '4 CERTIFICATIONS', '30+ ONLINE COURSES', and '2 CERTIFICATE PROGRAMS' is displayed in a bold, purple font. At the bottom of the graphic is a green rounded rectangular button with the text 'LEARN MORE' in white.

**hsmmai**  
**ACADEMY**

**4 CERTIFICATIONS**  
**30+ ONLINE COURSES**  
**2 CERTIFICATE PROGRAMS**

**LEARN MORE**

Connect with us... [asia.hsmai.org](http://asia.hsmai.org)



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

**JOIN THE MISSION**





# POWER-UP

EDUCATION & NETWORKING EVENT

**HONG KONG**

27 MAR 2025

meet share learn unwind



FOR COMMERCIAL HOTELIERS



**HYATT  
REGENCY™**  
HONG KONG  
TSIM SHA TSUI

**amadeus**