# hsmai POWER-UP

**EDUCATION & NETWORKING EVENT** 



meet share learn unwind







### **ABOUT HSMAI**



President
HSMAI Asia Pacific

**BALI** 

# **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 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



# Hotel Organizational Members































OMNI HOTELS & RESORTS

# HSMAI Asia Pacific – 2 Key Areas



**Professional Society of Commercial Hoteliers** 



Conferences, Events, Networking, Intel



**Future proofing Your Career** 









Globally recognised Certifications and Training for Hoteliers



# Singapore: Commercial Strategy Con











# APAC Conferences & Meetings

**REGIONAL** 





#### By Region, Country, City





**NATIONAL** 









## APAC Trailblazer Awards



- 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!











## Why POWER-UP?

Meet

Build Community/ Network

Share

Connect

Learn

Knowledge Xchange

Unwind

Casual/ Fun!

# Learning & Development





Future Proofing Your Career



## Academic Partners & Collaborators





## Cornell University















#### **NEW YORK UNIVERSITY**

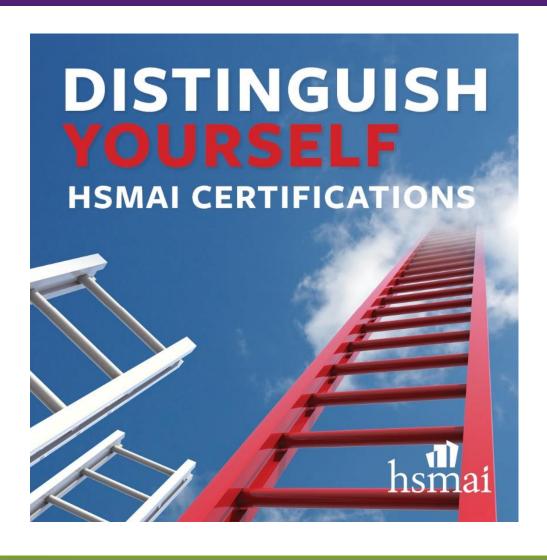






- **◆** Boston University **◆** Cornell University **◆** Johnson & Wales University
- Michigan State University ◆ NYU ◆ Penn State University ◆ University of Delaware
  - UNLV, William F. Harrah College of Hospitality
     Virginia Tech

## Professional Certifications



Globally recognized Certifications for Commercial Hoteliers











# Certificate Programs: in-person, hybrid or 100% 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





# Quick Upskilling Online

Ready when you are. 1-2 hours



#### 30+ Online Courses from US\$25

- 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...



## New Courses

e.g. Restaurant Revenue Management, Hotel Data Analytics, How to Develop your Hotel SWOT, How to Price your Rooms...Revenue Meetings and more..







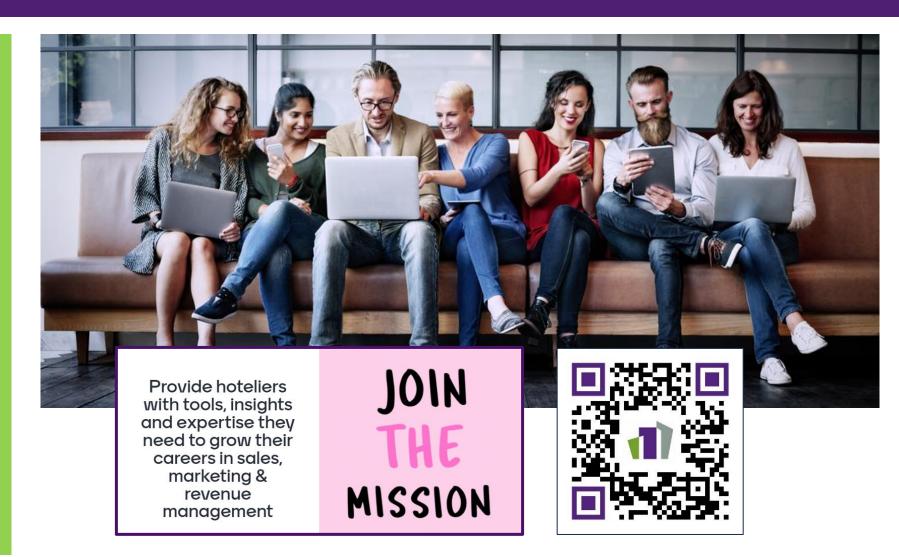
## Connect with us... www.asia.hsmai.org













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