



# POWER-UP

EDUCATION & NETWORKING EVENT

**BALI**

20 MAR 2025

meet share learn unwind



FOR COMMERCIAL HOTELIERS



**NOVOTEL**

BALI NUSA DUA

***YANGO ADS***



ABOUT HSMAI

BALI

# POWER-UP



EDUCATION & NETWORKING

For Commercial Hoteliers



JACKIE DOUGLAS  
President  
HSMAI Asia Pacific





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



**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**

# Singapore: Commercial Strategy Con



28 May

COMMERCIAL STRATEGY CONFERENCE

REVIEW CLASS



COMMERCIAL STRATEGY CONFERENCE

REVIEW CLASS



Day 1 – 29 May



COMMERCIAL  
STRATEGY  
CONFERENCE

Day 2 – 30 May



MASTER  
CLASSES



# 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!





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## 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



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



# 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

## Unlock Profit Potential: Upskill with short, online courses

Created by hoteliers for hoteliers



[www.hsmaiacademy.org](http://www.hsmaiacademy.org)

QR  
CODE:



- 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..



**Restaurant Revenue Management Essentials**  
ONLINE COURSES

3 x 60 mins   Upskilling   Self-paced

The banner features a stylized illustration of a restaurant building on the right. On the left, there is a graphic with the letters 'RM' and a background of coins and a pie chart. The bottom section is a dark grey bar containing the course duration, category, and format.



**Hotel Data Analytics Essentials**  
ONLINE COURSE

8-10 hrs   Advanced   Self-paced

The banner features a stylized illustration of a hotel building on the right. On the left, there is a graphic with the letters 'DA' and a background of a laptop screen and data charts. The bottom section is a blue bar containing the course duration, category, and format.



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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**





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