



Commercial Strategy

CONFERENCE



Global Perspectives from HSMAI



Brian Hicks
President
HSMAI Global



Glen Grosic
Managing Director - Asia
HSMAI Asia Pacific



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SINGAPORE
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hsmi

2025 ADRIAN AWARDS



Media Channel:



Client: Minor Hotels

Entry Title:

**THE WHITE LOTUS EFFECT:
FROM SCREENPLAY TO STAYS**



Agency: eMarketingEye



