

HSMAI ROAD TO RECOVERY 2020

Learn. Connect. Lead.



35 OPPORTUNITIES TO ENGAGE



Leadership

7 Insights on leading out of the recovery: Curate Presents programs on resilience for HSMAI organizational members; 3-part Mindset Digital program on connecting via the small screen; and a global economic outlook webinar

Recovery Connections

12 Live weekly best practices webinars with small group discussions and on-demand micro-learning in 3 tracks: sales, marketing, and revenue optimization

Roundtables

6 90-minute educational sessions for peer groups of senior executives: hotel chief marketing officers, chief sales officers, chief revenue officers, chief digital officers, chief loyalty officers, management company sales and marketing executives.

Essentials

7 Instructor-led online certificate courses led by expert faculty over five to six weeks on hotel data analytics, revenue optimization, digital sales, and digital marketing

Certification

3 Industry-leading certification programs in revenue management, digital marketing, and business acumen

