



2027 VOLUNTEER OPPORTUNITIES [NORTH AMERICA]

At HSMAI (Hotel Sales & Marketing Association International) you can volunteer in a way that fits your interests, expertise, and schedule. There are short-term projects as well as longer-term board positions.

For volunteer positions through 2027, **apply by SEPTEMBER 4, 2026**. Complete [the application](#) to share your experience, knowledge, and primary areas of interest.

VOLUNTEER OPPORTUNITY	SALES	MARKETING	REVENUE OPTIMIZATION	DISTRIBUTION	COMMITMENT REQUIRED	TRAVEL REQUIRED?
Americas Region Board of Directors	X	X	X	X	2-year term	Yes
HSMAI Foundation Board of Trustees	X	X	X	X	3-year term	Yes
Sales Advisory Board	X				2-year term	Yes
Marketing Advisory Board		X			2-year term	Yes
Revenue Optimization Advisory Board			X		2-year term	Yes
Distribution Advisory Board (Global)				X	2-year term	No
Adrian Awards Steering Committee		X			1-year term	Yes
Adrian Awards Competition Judge		X			Short-term project	No
Local Chapter Contributor	X	X	X	X	Varies	No
Rising Sales Leader Council	X				2-year term	No
Rising Marketing Leader Council		X			2-year term	No
Rising Revenue Optimization Leader Council			X		2-year term	No
Contact Center SIG Steering Committee	X	X	X	X	2-year term	No
HSM.AI Council	X	X	X	X	1-year term	No

ADVISORY BOARDS

HSMAI's advisory boards connect members with common interests across geographic boundaries in the America's region. Each advisory board guides HSMAI's strategic direction as it relates to their dedicated subject matter and offers face-to-face and virtual education, special resources, and insights specific to their particular area of expertise.

Advisory Board terms of service are two (2) years, and each board member may serve a maximum of two (2) terms. Terms are based upon the calendar year, with service officially beginning on January 1 and ending on December 31.

A minimum of sixty percent of the board members must be hotel or associate members of the association.

The opportunity to serve is open to all members except for students.

Advisory board members are required to:

- Be member of HSMAI
- Sign a non-disclosure agreement and code of ethics
- Be an active member (e.g., lead a workgroup, contribute to projects, write an article, sponsor an event, etc.)
- Attain any certifications developed by their board
- Attend:
 - Monthly conference calls on a schedule determined by the Advisory Board
 - An annual face-to-face retreat to identify the critical issues in their field and discuss solutions that could be delivered through HSMAI
 - Face-to-face events developed by their Advisory Board
- Serve without compensation and pay their own travel expenses to attend meetings

Please note that Advisory Board members do NOT receive complimentary registrations for HSMAI events, including conferences and webinars.

RISING LEADER COUNCILS

The Rising Leader Councils are professional development and advocacy groups, comprised of up-and-coming leaders in their field of expertise. Members do not need to currently manage a team.

These Councils are part of the HSMAI Advisory Boards' work to cultivate the next generation of industry leaders by providing this unique opportunity for emerging professionals to advance their skill sets, shape the future of HSMAI, network with peers, and contribute to the industry and the Advisory Boards via their insights, feedback, and thought leadership. Learn more about [Rising Leaders Councils | HSMAI Americas](#)

Requirements to Apply:

- Minimum of 3 years in a hospitality sales, marketing, revenue optimization, and/or distribution position
- 32 years of age or younger (as of December 31, 2026)
- Currently employed full time in a hospitality sales, marketing, revenue optimization, and/or distribution position
- A written recommendation from your current supervisor (submitted in your application).

Requirements for All Council Members:

- Maintain a current membership in HSMAI
- Commit to serving on the council for a two-year term
- Participate in a one-hour council call every month (schedule to be determined by board members)
- Make every effort to attend a one-day face-to-face retreat each year, in conjunction with HSMAI's Commercial Strategy Conference
- Council members are responsible for their own travel expenses

Please note, the selection process is competitive, and a limited number of seats will be appointed for the 2-year term (2027–2028).

ADRIAN AWARDS STEERING COMMITTEE

Adrian Awards Steering Committee members:

- Evaluate the entry categories, ensuring they reflect current, relevant, and emerging trends within the industry.
- Review the criteria for selecting judges, offer recommendations as needed, personally assess entries when appropriate, and assist with recruiting qualified judges.
- Attend and actively engage in all scheduled committee meetings and calls.
- Provide constructive feedback regarding the competition and the judging process.

Steering Committee members meet virtually in Q2 and Q3. Committee members are encouraged to attend the Adrian Awards Celebration, and to participate as judges.

Please note that committee members do not receive complimentary registrations for HSMIAI events, including the Adrian Awards Celebration.

ADRIAN AWARDS COMPETITION JUDGES

Each qualified volunteer commits to judging a minimum of 40 [Adrian Awards](#) competition entries online between mid-September and mid-October. This application is for the 2026 judging cycle. The approximate time commitment is 6 hours in total.

Selection criteria for judges includes:

- A strong record of professional accomplishment in hospitality, travel, tourism marketing, or relevant media fields, with significant experience developing, leading, evaluating, or reporting on marketing and communications work.
- A sophisticated understanding of contemporary marketing excellence, including strategy, creativity, innovation, audience relevance, channel effectiveness, and measurable impact.
- The judgment, independence, and integrity required to evaluate award-level work fairly, providing thoughtful scoring and constructive feedback based on the stated objectives and results of each entry.
- Commitment to confidentiality regarding all entries, information reviewed, scores, and results.
- Desire to contribute to the hospitality, travel, and tourism marketing profession.
- Availability to judge at least 40 entries online between September 16, 2026 and October 15, 2026. (Approximate total time commitment is 6 hours)
- Commitment to complete online judging by October 15, 2026.

Judges and their organizations are recognized in the program book distributed at the Adrian Awards Celebration. The 2026 Adrian Award recipients will be recognized at the Adrian Awards Celebration March 4, 2027 at Mandalay Bay in Las Vegas.

LOCAL CHAPTER CONTRIBUTOR

[HSMIAI Chapters](#) are managed by leading sales, marketing, and revenue professionals who volunteer their time to help the industry and members fuel sales, inspire marketing, and optimize revenue.

Each chapter is an independent organization with strong ties to the international organization of HSMIAI. As unique entities, each chapter is organized a little bit differently, but what is common among them all is the need for volunteers.

Chapters need chairs and committee members to address:

- Communications
- Community Outreach
- Education
- Membership
- Partnerships

- Special Events
- Student Relations
- Unique local issues/initiatives

Consider giving back some of your leadership experience by volunteering to serve on a chapter board. This selection process may vary slightly by chapter, but a current chapter board will prepare annually a nomination slate with recommended candidates and send out a notice to all local members for a review and vote. The elected board members are announced in the fall for a start date in January of the following year. Recommended terms are usually for two years, but some positions may be for a one-year term. [Learn more about HSMIAI Chapters.](#)

AMERICAS REGION BOARD OF DIRECTORS

The Board of Directors of the Americas Region of HSMIAI is responsible for guiding and providing input for the strategic direction of the association. HSMIAI has multiple business units and leadership groups include HSMIAI's chapters, expert community Advisory Boards and Councils, and special task forces.

The board meets face to face two to three times a year for a full day. Each board member is expected to attend all meetings and actively engage in a minimum of one committee or task force during their term. Board members or board member companies are responsible for the costs of attending the meetings.

The HSMIAI Nominating Committee is responsible for developing a slate of candidates. A minimum of sixty percent of the board members must be hotel or associate members of the association.

Please note that Board members do NOT receive complimentary registrations for HSMIAI events.

HSMIAI FOUNDATION BOARD OF TRUSTEES (GLOBAL)

The Board of Trustees of the HSMIAI Foundation is responsible for fundraising and strategic initiatives of the Foundation. The mission of the Foundation is to elevate the overall caliber and performance of sales, marketing, and revenue management professionals in the global hospitality industry by driving initiatives that will attract new talent, develop emerging talent, and engage existing talent.

The board meets face-to-face two to three times a year for a full day. Each board member is expected to attend all meetings and actively engage in an active role in fundraising for the Foundation. Board members or board member companies are responsible for the costs of attending the meetings.

The Foundation board may have up to twenty members. An Executive Committee of five is elected to a two-year term. The balance of seats are elected for staggered three-year terms.

The HSMIAI Foundation Nominating Committee is responsible for developing a slate of candidates. A minimum of sixty percent of the board members must be hotel or associate members of the association.

Please note that Board members do NOT receive complimentary registrations for HSMIAI events.

CONTACT CENTER SIG STEERING COMMITTEE

A Community for Guest Engagement Leaders that brings together professionals responsible for connecting with guests throughout the customer journey, including leaders in reservations, contact centers, customer care, loyalty, social engagement, and guest experience. Through networking, benchmarking, thought leadership, and educational programming, members collaborate to address industry challenges, share best practices, and advance strategies that drive revenue, improve guest satisfaction, and positively impact business results. Learn more about [HSMIAI Contact Center Special Interest Group | HSMIAI Americas](#)

The **Steering Committee** leads the strategic direction of HSMIAI's Contact Center Special Interest Group (SIG): A Community for Guest Engagement Leaders, fostering collaboration and delivering valuable insights, networking opportunities, and educational resources that help members and organizations thrive.

Commitment expectations for selected Steering Committee Members:

- Maintain an active HSMAI Membership.
- Commit to volunteering 1-2 hours per month for a 2-year term
- Participate in monthly 1 hour Steering Committee meetings and quarterly All-Member meetings.
- Help develop thought leadership and educational content by providing strategic input, sharing best practices, and collaborating with peers to address industry challenges and drive innovation across guest engagement functions.

Who Should Apply:

- Leaders and experienced professionals in reservations, contact centers, customer care, loyalty, social engagement, and guest experience functions.
- Individuals with a strong commitment to advancing the hospitality and travel industry.
- Professionals eager to share expertise, collaborate with peers, and make a meaningful impact.

Please note that committee members do NOT receive complimentary registrations for HSMAI events, including conferences and webinars.

HSM.AI COUNCIL

This new strategic advisory group (as of 2026) is composed of hospitality leaders, technology experts, and AI practitioners dedicated to helping HSMAI navigate the opportunities and implications of artificial intelligence. The Council provides insights, guidance, and thought leadership to inform HSMAI's strategy, educational programming, research priorities, and member resources. By bringing together diverse perspectives from across the hospitality ecosystem, the HSM.AI Council helps ensure HSMAI remains at the forefront of AI innovation while promoting responsible adoption and practical business applications for the industry.