



# Femke Millership

Selling Savvy Associate

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*"I am extremely passionate about the event industry and absolutely love passing my enthusiasm, experience and conversion ideas onto sales teams!"*

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on LinkedIn:



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Femke started her career in the hospitality industry in 2002, with positions in a number of MICE sales offices of large hotel chains, including Accor, Principle Hayley and IHG specialising in increasing conversion and revenue for her department in a short turn around. During her time at IHG Femke assisted in setting up the London based MICE cluster office and subsequently was heavily involved in the implementation of the new yield management system as well as managing the reactive sales team.

In 2014 Femke decided to gain experience on the agency side of the industry by joining HelmsBriscoe as an independent licensee. Femke quickly built up her business and enjoys working with her loyal clients, negotiating the best packages and terms on their behalf. Within HelmsBriscoe Femke has also taken on the role of mentoring other associates in different parts of the world.

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When she's not working Femke loves to spend time outdoors going on long walks. Her passion is sailing, which is when she can properly relax. In 2019 Femke lived her dream by sailing with her dad, sister and 5 other crew across the Atlantic, an unforgettable adventure that took 24 days and 3000 miles!

