

EDITION 2

HITT

HOSPITALITYINSIDE
THINK TANK 2019

MAY 19-20, 2019 / BERLIN AT
A SOLAR-POWERED SEMINAR SHIP

LEARN FROM OTHERS:

DIGITALISATION - THE NEW VALUE CREATOR



HITT AT A GLANCE

Digitalisation - The New Value Creator – Why this topic?

Why a Think Tank?

How is the HITT Think Tank designed?

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The Programme

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The Impulse Generators: Who will provide expertise?

Sponsor Partners

Get-Together: The Sky Tower

Unique: The seminar ship

Farewell: Raymons - das Fischrestaurant

Post-event Communication & Activities

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FAQ

Where industry leaders share and engage to improve collective understanding.

- Demystify the terms and definitions.
- Gain insights which technology will be relevant and could create value.



DIGITALISATION - THE NEW VALUE CREATOR

WHY THIS TOPIC?

FROM CHALLENGE TO RELEVANCE TO NEW VALUE. The challenges in the hotel industry driven by the emerging technologies are high. In digitalisation, challenges lead to change and change includes new opportunities. Which new business opportunities and values will arise? What will the new value chain look like?

THE VISION. Companies have to rethink established business models and create their own vision to meet their customers and employees in the digital world. Embrace your project and business partners and redefine developments, according to the new technological opportunities. Look beyond your own industry and learn from others.

FROM VISION TO STRATEGY. For most people, change means pain, uncertainty, a change in their role or identity, possibly the loss of jobs and less safety in their life planning. So it's up to the company leaders to win minds and hearts of their employees, to get their acceptance and active support for the corporate vision and strategy.

WHY A THINK TANK?

SMALL GROUP, HIGH EFFICIENCY. Meanwhile, lots of conferences, workshops and roadshows offer information about digitalization and emerging technologies. Hundreds or thousands of participants in a room or at a campus make it even more challenging for executives to get answers to individual questions and to find an orientation for their own activities.

A FOCUSED PLATFORM. Consequently, HospitalityInside created the HITT Think Tank clearly concentrated on a relaxed but focused platform providing understanding for the challenges and knowledge of hoteliers and solution providers alike. A place that allows face2face meetings, small groups and enough space to ask all individual questions to high-calibre speakers from the non-hotel industry and industry colleagues.

A COMMUNITY TO KEEP IN TOUCH WITH AFTER THE EVENT. The HITT Think Tank has redefined the collaboration between participants, speakers and sponsors willing to share expertise and questions, to open up for discussing common challenges and to go for solution-based projects for the industry. Different tools and events in the post-event period are an integral part of the Think Tank.





HOW IS THE HITT THINK TANK DESIGNED?

The Think Tank is divided into Get-Together, Symposium, Post-Events.

GET-TOGETHER IN THE SKY TOWER Restaurant. Participants will gather on the eve of the event. A relaxed atmosphere in the Sky Tower Restaurant of the Select Hotel Berlin Spiegelturm, with food and drinks and a brief overview of the following day.

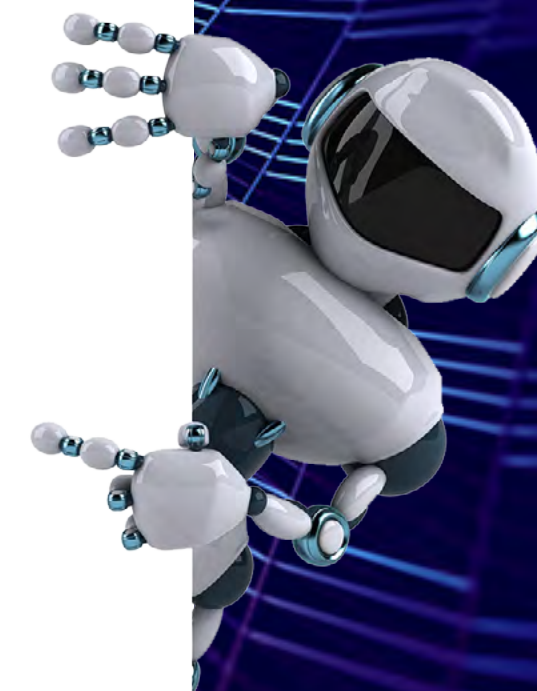
SYMPOSIUM ON THE SEMINAR SHIP. By choosing a solar-driven seminar ship in Berlin floating down the Havel River, we are creating a relaxed environment for plain talk, answering personal questions and stepping into in-depth discussions. From 9.00 a.m. to 6.30 p.m., we will interact, discuss and learn from each other, led by international high-calibre experts and inspired by our own thoughts, personal talks and group work.

THE RELAXED FINISH. From 7.00 p.m., we will have dinner at "Raymons" - the fish restaurant, only a few steps from the Wröhmännerpark jetty. Relax and mingle, enjoy the deepening of new and old relations.

POST-EVENT ACTIVITIES. After the event, the HospitalityInside editorial team will draw up a documentation of the symposium on board which will be sent to all participants. In the following months, up to the next Think Tank, we will provide organizational and editorial support to all projects which were set up during the Think Tank.

WHO SHOULD ATTEND?

Managing Directors, Chief Information Officers and all who are involved in the decision-making processes of hotel operating or real estate companies. Emerging technologies will change organizations, operations, distribution and marketing, HR, Safety & Security, and hotel development.



PROGRAMME 2019

SUNDAY/MONDAY



Day 1

Sunday, May 19: Get Together.

**at the Sky Tower Restaurant & Lounge,
Select Hotel Berlin Spiegelturn**

Freiheit 5, 13597 Berlin

19.00-22.30

Welcome to Berlin and the HITT, Edition 2!

Day 2

Monday, May 20: Seminar Ship.

**Welcome to our floating forum!
Think Tank on board of "Orca ten Broke"**

08.30-08.45 Boarding.

The ship leaves and arrives again at the jetty
"Charlottenbrücke" (Stresowstrasse 21b) in Berlin-Spandau.

09.00 Cast off! The journey begins.

09.15-09.30 Opening Address.

Defining goals and outcomes.

Listen! Question! Interact!

By Maria Puetz-Willems, Founder & Editor-in-Chief, hospitalityInside.com
& Tim Davis, Founder & Managing Partner, PACE Dimensions



09.30-10.00 IMPULSE 1: Transition to digital.

Digitalisation meets Legacy.

Which sectors are more advanced, how is the hotel industry positioned? The big picture. Where companies are gaining most advantage from digital maturity, success factors and biggest issues to overcome.

Impulse Generators: Holger Greif, Head of Digital Transformation
Nicolas Mayer, Leading Partner of Lodging & Tourism Clients Group EMEA
PwC Schweiz AG



10.00-10.30 Discussion.

**10.30-10.45 Networking and Motivating Coffee
at the Upper Deck.**

10.50-11.30 IMPULSE 2: Learn from others.

Retail. On the driving seat of digitalisation?

Both retail and hotels are customer-centric industries selling their products offline (stationary) and online today. Which levers does retail use to approach the customers digitally?

Impulse Generator: Dr Marc Schumacher, Managing Partner, LIGANOVA The BrandRetail Company



11.30-12.00 Discussion.

12.00-13.30 Networking & Relaxing Lunch.

PROGRAMME 2019 MONDAY



13.30-14.00 **IMPULSE 3: Digital solutions for staff development.**

Human Resources 4.0. The shift in thought leadership.

Align personal and professional development: How leaders empower the next generation and redefine relationships in a changing corporate culture.

Impulse Generator: Catherine Gaudry, Group Head Talent and Transformation, Scholz & Friends Group

14.00-14.30 **Discussion.**

14.30-14.45 **Networking & Refreshing Tea at the Upper Deck.**

14.45-15.15 **IMPULSE 4: Watch out.**

Feedback from the frontiers of digitalisation.

How to bring digitalisation to life. Listen to success stories and challenges to overcome from companies on the move to the new era.

Impulse Generator: Bill Kanarick, Global Customer Leader, EY (and former Chief Strategy Officer, Publicis.Sapient)



to be followed by an open DISCUSSION.

Dialogue between the experts and the audience.

17.30-18.00 **Summary.**

Today's learnings.

By Tim Davis.

18.00-18.20 **The new HITT community.**

Shaping your future.

Let's discuss the focuses of the next HITT, post-communication and the next networking activities.



18.20 **Closing.**

Drop anchor!

The seminar ship is back at the "Charlottenbrücke" jetty in Spandau.

19.00-22.30

Farewell Dinner at Raymons - Das Fischrestaurant on the banks of the Havel river

Frieda-Arnheim-Promenade 7, 13585 Berlin



Updates on www.hitt.world

(Programme subject to change)



YOUR MODERATOR & FACILITATOR:

TIM DAVIS MBE

MANAGING DIRECTOR OF PACE DIMENSIONS

The Managing Director of PACE Dimensions will again moderate and facilitate the challenging topics HITT will discuss. In 2010 Tim founded his UK based research and management consulting firm; PACE Dimensions. Tim served on the management board of Hilton International for 9 years in charge of Commercial Development and Information Technology and has over 25 years' experience leading the Marketing, Commercial and Technology functions for global businesses in Hospitality, Travel, and Technology, such as Hilton, Galileo International and Hughes Olivetti Telecom.

"I can't think of a more appropriate forum of leaders to help uncover the insights and identify the value for our industry."



Your Hosts
from the
HospitalityInside
team:

Maria
Puetz-Willems

Michael Willems

Malin Flamm

Anne-Laure Duval

Anne Greisel

Susanne Stauss

THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

We are honoured to welcome high-caliber speakers and experts from leading international companies.

HOLGER GREIF



**HEAD OF DIGITAL
TRANSFORMATION,
PwC SCHWEIZ AG
Zurich**

Holger Greif is a partner in PwC Switzerland and its Digital Transformation Leader.

Originally from Bonn and equipped with a PhD in experimental physics, he has more than 20 years of consulting experience in financial services, business and digital trans-

formation, sourcing, and the sustainable high performance of organisations. In his current role, Holger works with clients to co-create and implement new approaches that enable them to tap into the immense opportunities of digitalisation.

This often takes the form of immersion sessions for new business models, digital fitness assessments and digital opportunities held at PwC's Experience Center, an innovation hub in Zurich launched by Holger and his team. Holger's approach revolves around trust, honesty and authenticity. He helps clients think in new dimensions and step up to a level of engagement where customers and people are the centrepiece.

He guides them to an understanding of what digitalisation really requires: not just applying new tools, but acknowledging fears and building trust in unfamiliar approaches, structures and ecosystems. The ultimate aim is transformation that generates measurable impact and value.

Alongside his role at PwC, Holger is a member of the board of the F10 Startup Accelerator, a fintech incubator in Zurich that helps new businesses transform their ideas into successful companies while stimulating worldwide collaboration with international finance organisations.

NICOLAS MAYER



**LEADING PARTNER OF
LODGING & TOURISM
CLIENTS GROUP EMEA,
PwC SCHWEIZ AG**

Nicolas is partner with PwC Europe and the industry leader for Hospitality & Tourism in EMEA. He also leads the Network's Global Center of excellence for Lodging & Tourism in EMEA since 2009.

Nicolas' areas of expertise are primarily in the domain of

Service & Guest experience design and quality management, organizational structuring as well as strategy development for



THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

lodging companies and tourism destinations. He engages with leading global tourism destinations, developing tourism strategies as well as dynamic solutions to manage over-tourism. He is also advising some of the largest global hotel operators on matters of operational effectiveness, standardization of brand delivery, operating standards and sustainability.

Nicolas and his team currently service over 70 Lodging & Tourism Clients in EMEA and Asia, including 8 national tourism ministries and 10 globally renowned destinations/attractions. Prior to joining PwC, Nicolas worked in management functions for large global luxury hotel brands. In these functions, he was responsible for the pre-opening, planning, and quality management for properties in Indonesia, Spain, the USA and Germany.

Nicolas graduated with a BSc in Hotel Administration & Finance from Cornell University. He is a regular lecturer at hotel schools in Switzerland, Ireland, the Netherlands, the USA and the UAE.

DR MARC SCHUMACHER



**MANAGING PARTNER
LIGANOVA**
The BrandRetail Company
Stuttgart

Dr Marc Schumacher is a marketing and retail expert. With a keen sense for the changing landscape he is focussing on inventing sustainable and strategic marketing concepts for brands across all industries.

He now serves as managing partner of LIGANOVA, a brand of The BrandRetail Company, headquartered in Stuttgart with offices in Berlin and San Francisco.

Marc is a sought-after keynote speaker who has appeared on several international congresses and events such as World Retail Congress in Dubai or the GDI Retail Summit in Zurich.

He serves as a guest lecturer for marketing management at the HHL Graduate School of Management where he has done his doctorate.

Marc started his career in the fashion retail industry at HUGO BOSS and Breuninger. At the age of 34 he became Chief Retail Officer and Member of the Board of TOM TAILOR Group.



THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?



CATHERINE GAUDRY



GROUP HEAD TALENT AND TRANSFORMATION, SCHOLZ & FRIENDS GROUP, Berlin

A Canadian-German with a passion for culture and identity, Catherine Gaudry has built a track record as a leader and creative enabler.

With a keen sense for the interplay of strategy and creativity and a fascination

for the effects of global trends, she has years of experience helping international clients and teams find fitting solutions for their business, processes and interactions. In her current role as Group Head Talent and Transformation at Scholz & Friends, she helps align strategic business goals with hiring, processes and employee development initiatives.

Catherine strongly believes in the impact of diversity, leadership, empowerment and purpose on motivation and is especially interested in exploring how increased mindfulness and body awareness can influence personal and professional development.

Next to her work at Scholz & Friends she therefore holds workshops leadership development and team building workshops.

BILL KANARICK



GLOBAL LEADER CUSTOMER PRACTICE

EY, Boston (and former Chief Strategy Officer, Publicis.Sapient)

Bill has recently joined EY (formerly Ernst & Young) as the Global Customer Leader where he will work with clients and with EY to evolve the work necessary to help businesses and brands compete in a digital marketplace creating increased pressure to adopt customer centric operating models.

Bill comes to EY after 20 years at Sapient – a pioneer in the evolution of the digital marketplace from its inception in the mid 90's. Bill was a member of the core executive team that steered Sapient through a 20 year run of S curve. He launched Sapient's European business in 2000, then returned to the US to lead the integration of Sapient's first digital marketing acquisition, birthing Sapient Interactive – and driving the acquisition of Nitro Group.

The resulting SapientNitro, which Bill ran as Global President, went on to become the pacesetter for integrated experience design and delivery.

Following Sapient's acquisition by Publicis Groupe in 2015, Bill became the Global Chief Strategy Officer for Publicis.Sapient, the holding company's arm for Digital Transformation.

SPONSOR PARTNERS

SHARING THEIR KNOWLEDGE



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www.sabre.com/insights/labs

Sabre Hospitality Solutions is part of Sabre Corporation, leading technology provider to the global travel industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, including passenger and guest reservations, revenue management, flight, network and crew management.

Sabre also operates a leading global travel marketplace, which processes more than US\$120 billion of global travel spend annually by connecting travel buyers and suppliers.

Headquartered in Southlake, Texas, Sabre employs nearly 10,000 people in approximately 65 countries around the world, and serves customers through cutting-edge technology developed in six facilities located across four continents.

SPONSOR PARTNERS

SHARING THEIR KNOWLEDGE



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DREES & SOMMER

www.dreso.com/en

For more than 45 years, Drees & Sommer has supported public- and private-sector owners and investors in all aspects of real estate. The company has 43 offices worldwide. Currently, the company with its approximately 2,400 employees is acting for more than 3,200 construction projects. The focus is always on profitability, whereby Drees & Sommer promotes sustainable building to the greatest possible degree. This approach is called by Drees & Sommer 'the blue way'. The construction and real estate experts always have the goal of producing measurable added value for the client. This could mean, for example, streamlining the implementation of a construction project, making the operation of a property more economical, or cutting energy costs through innovative concepts.

BRONZE SPONSOR:



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AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,200 hotels, resorts and residences, as well as in over 10,000 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator, AccorHotels operates in 95 countries. Its portfolio comprises internationally acclaimed luxury brands including Raffles, Sofitel, Fairmont, onefinestay, MGallery by Sofitel, Pullman and Swissôtel; the popular midscale and boutique brands of 25hours, Novotel, Mercure, Mama Shelter and Adagio; the economy brands including JO&JOE, ibis, and the regional brands Grand Mercure, The Sebel and hotelF1.

AccorHotels provides innovative end-to-end services across the entire traveler experience, notably through the recent acquisition of John Paul, the world leader in concierge services. The global team counts more than 250,000 women and men.

SPONSOR PARTNERS

SHARING THEIR KNOWLEDGE



BRONZE SPONSOR:



www.exporeal.net

EXPO REAL, the 22nd International Trade Fair for Property and Investment, takes place at the Messe München exhibition center from October 7-9, 2019. It is a key networking event for interdisciplinary and international projects, investment and finance. EXPO REAL caters to the full spectrum of the property sector, offering an international networking platform for the important markets of Europe, through to Russia, the Middle East and the US. The trade fair attracted in 2018 record figures with 2,095 exhibitors and 44,536 participants. The show's extensive conference program, featuring some 400 speakers, gives participants valuable insight into the latest trends and innovations in the property, investment and finance market.



GET-TOGETHER: THE SKY TOWER

Sky Tower Restaurant & Lounge at the Select Hotel Berlin Spiegelturm, Freiheit 5, 13597 Berlin

From the Spiegelturm we will have a fantastic panoramic view to the Spandauer Zitadelle in the north, the old town of Spandau in the west and the Grunewald and the Havel lakes in the south where we will cruise the following day. Have a relaxed evening in the Spiegelturm, get to know each other or meet again while enjoying a Mediterranean buffet. You will also receive the latest information about the day on the ship.

HITT GUESTS WILL MEET AT 19.00 ON THE 16TH FLOOR.





UNIQUE: THE SEMINAR SHIP

FLOATING ON ORCA TEN BROKE, flirting with a pirate's wife... Orca ten Broke. This is the name of the wife of the German pirate Klaus Stoertebeker. He was the cause of scandal in the 14th century with his raids on North German waters. It is also the name of our seminar ship. Seven centuries ago, it was wind and muscle power that drove the ships forward, today it's solar power.

USING NEW TECHNOLOGIES. The 36m long and 8m wide seminar ship from the shipyards of Stralsund is itself a symbol of a new beginning: In summer, it can be run almost entirely on solar

energy, in winter, bio-diesel from old vegetable oils drives the ship forward. The heat from the motor also serves as under-floor heating on deck. Its new technology allows it to serve as location for meetings, without the noise of the standard diesel motor in the background. The Orca ten Broke is also equipped with special hydraulic anchor posts in order to stand quietly on the water. At certain points then, participants arriving late to the HITT can be collected and speakers can depart. It can also „park“ on the water in order to have lunch with a special view.



FAREWELL: RAYMONS

Relaxed dinner at Raymons - das Fischrestaurant on the banks of the Havel river, Frieda-Arnheim-Promenade 7, 13585 Berlin

During the Think Tank 2018 the participants were discussing until the very last minute, until the ship moored... And afterwards! Again, we kindly invite all participants to continue the personal exchange at a relaxed farewell dinner. Only a few minutes drive from the jetty Charlottenbrücke in Spandau – where we will return in the evening – we meet at “Raymons” fish restaurant, right next to the Centro Vital Hotel – a culinary finale with a view of the Havel.



POST-EVENT COMMUNICATION & ACTIVITIES

WHAT WILL HAPPEN AFTER THE EVENT?

Non-hoteliers provide input and impulses, while we integrate our sponsors via their content not via product PR. Their knowledge makes them content providers as well. The participants determine the discussions and future core themes of this internationally aligned event. Finding answers together therefore includes strong post-event communication for this newly formed "learning community".

DOCUMENTATION: First, HospitalityInside's editorial department will summarise the content of the Think Tank.

CONTRIBUTIONS / ACTIVITIES: Sponsors and experts will contribute content to the documentation for all participants and offer further individual activities, such as workshops, webinars, whitepapers (all to be discussed and confirmed individually and depending on the results of the second HITT), in the months after the event.

COMMUNICATION about the progress of the HITT topics and the new HITT community will be pushed via the hospitalityInside magazine and social media.

BOOKING

PARTICIPATION FEES range from 910 to 1,025 euros net (special for subscribers and regular fee), incl. the pre-event Get-Together, symposium on board (both incl. food and beverages) and the Think Tank documentation & post-event communication for 1 year.

Register on <https://hitt.world/#registration>



JOIN
THE
THINK
TANK



FAQ

What happens at the kickoff on Sunday evening?

We will give you a short overview of the Think Tank and the agenda for the next day; in addition we shall introduce the team, speakers and participants. The Sky Tower Restaurant at the Select Hotel Spiegelturm offers a unique view over the rooftops of Berlin. It is a perfect place to mingle, to build and improve relationships in a relaxed atmosphere.

Where will the ship depart on Monday morning?

We will depart from and return to jetty "Charlottenbrücke" (Stresowstrasse 21b) in Berlin Spandau.

When will the ship cast off in Berlin?

We will leave at 9.00 a.m. on Monday morning of May 20, 2019. We strongly recommend to arrive at the ship at 08:30 a.m. to ensure departure on time.

What happens if I miss the departure of the ship or if I have to leave earlier?

If anyone should miss the departure or have to leave the ship earlier, there will be several options for a short stop on our route. While cruising on the Havel River we can use a dinghy for quick transfers to the next port or jetty where a taxi will be available for pick up. If you can already foresee a later arrival in the morning, please inform the organizers (HospitalityInside) AHEAD of the event so that they can provide a quick solution or a pick-up later along the route.

Are food & beverages included in the participant fee?

Yes, F&B is included during the Get-Together at the Select Hotel Spiegel Turm Sky Tower and for the day on the ship. On Monday, May 20, we will have a farwell dinner at "Raymon's - das Fischrestaurant" near the jetty. We expect the event to finish at 10.30 p.m.

What is the dress code for the kickoff and the day on board?

Come as you are! Casual or smart casual, please choose the clothing you feel comfortable in. We hope to enjoy a sunny day on board, nevertheless we recommend shoes with a slip-proof sole. For cloudy/windy/rainy weather: Please bring along a rain coat or windbreaker.

Where can I stay?

There are some hotels in the vicinity of our starting point at the Charlottenbrücke (jetty), e.g.
centrovital Hotel Berlin, 2,7 km - 9 minutes by taxi (www.centrovital-berlin.de)
ibis Berlin Spandau, 1.5 km - 5 minutes by taxi or a 12 minutes-walk (www.accorhotels.com/de/hotel-3321-ibis-berlin-spandau/index.shtml)
Select Hotel Berlin Spiegelturm, 500 m - 5 minutes-walk (www.spiegelturm.select-hotels.eu)



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