

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



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 "Hafenplatz" in the Wröhmännerpark 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 "Hafenplatz" jetty at Wröhmännerpark

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)