

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 Spiegelturm**

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](http://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, IIGANOVA 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](http://www.hitt.world)

(Programme subject to change)