

**BOOST YOUR SERVICE DELIVERY.**  
*Bring your Hotels to Life in a Digital World.*

THE OFF-THE-RECORD EVENT FOR  
TOP HOTEL MANAGERS,  
EXPERTS & DECISION MAKERS  
+++ THINKING OUT OF THE BOX +++

THE VENUE: A SEMINAR SHIP

# HITT 2020

HOSPITALITYINSIDE'S  
DIGITAL THINK TANK Edition 3

JUNE 22-23, POTSDAM/BERLIN  
[WWW.HITT.WORLD](http://WWW.HITT.WORLD)



# THE HITT IS DIFFERENT!

**Engage, Question, Gain Ideas.**

**Hear the ideas and thinking from high-calibre impulse generators, hotel industry leaders, and technology innovators!**

**Come on board! You will enjoy this inspiring event...**

- ❖ a creative ambiance
- ❖ a limited number of participants (max. 60 pers.)
- ❖ open discussions, open exchanges
- ❖ focused impulses, no endless lectures
- ❖ face2face with innovators and creatives
- ❖ the C-level of management and experts
- ❖ a mix of hotel operators, investors/owners, developers, digital officers
- ❖ technology leaders, start-ups, lateral thinkers
- ❖ editorial documentation of the topics after the think tank
- ❖ optional post-event activities such as site inspections, expert talks, networking

## **HITT - A serial event for the HITT community**

- ❖ HITT Premiere in 2018: "Emerging Technologies. Friend of Foe?"
- ❖ HITT Breakfast Premiere, March 2019: networking event during IHIF/ITB Berlin, for old and new friends, incl. Keynote (by invitation)
- ❖ HITT Edition 2, 2019: "Digitalisation. The New Value Creator"
- ❖ HITT Breakfast, Edition 2, March 2020, incl. Keynote (by invitation)
- ❖ HITT Edition 3, 2020: "Boost your Service Delivery. Bring your Hotels to Life in a Digital World".

The series of events also includes post-events / one-day workshops with the HITT community, which deepen topics of the Think Tank (co-hosted by HITT sponsor partners).



# NEW IN 2020: EXTENDED PROGRAMME



## ON LAND - Day 1

**Location:** Hotel am Havelufer, Potsdam  
**THE SPOTLIGHT IS ON....technology innovators**  
How next gen technology companies and established PMS providers create new ways to engage, empower and better serve hotel guests.

## ON WATER - Day 2

**Location:** Orca ten Broke, a solar-powered seminar ship  
**LEARN, SHARE, IDEATE with industry leaders, experts and innovators**  
at a Think Tank event in an inspiring environment. Insights, discussion and ideation about opportunities, challenges and pathways to transform the hotel customer experience.

## PARTICIPATION FEES:

You can register for this event over a day and a half by booking the complete package (Day 1+2) or just Day 1 incl. the Get-Together at night. Prices see below.

## Register on

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

## LANGUAGE:

The Think Tank is an English-speaking event.

## DRESS CODE:

Casual. Come as you are.



# PROGRAMME HITT

Hotel am Havelufer, conference room "Havelpavillon"

Day 1

# ON LAND

Zeppelinstraße 136, 14471 Potsdam



*HITT is held in English language.*

*Programme as of March 27, 2020 / subject to change.*

**Monday, June 22**

## **THE SPOTLIGHT IS ON....technology innovators**

How next gen technology companies and established PMS providers create new ways to engage, empower and better serve hotel guests.

HospitalityInside & the HITT Community invite you to a customized journey through the world of technology.

**10.30 Turn on the light. Welcome.**

**11.00 FLASH.**

**Drop legacy, take the digital road.**

Introduction by Hotelschool The Hague.

**11.30 ROBOTISE IN THE SPOTLIGHT**

Presentation by Robotise, the rolling hotel service robot.

**12.00 MEWS IN THE SPOTLIGHT**

Presentation by Mews Systems, the all-in-one Marketplace.

*How to elevate the guest experience and transform.*

*How hotels operate and deliver service.*

**13.00 Coffee break. Breathe. Enjoy.**

**13.15 IRECKONU IN THE SPOTLIGHT**

Presentation by Ireckonu, the data system consolidator.

*How to overcome legacy technology and create greater business and customer insight to better serve guest needs.*

**14.15-15.00 Lunch.**

**15.00 SABRE IN THE SPOTLIGHT**

Presentation by Sabre Hospitality Solutions.

*The new hospitality retail tool. Global launch.*

**16.00 Coffee break. Breathe. Enjoy.**

**16.15 A WINNER IN THE SPOTLIGHT - tbc**

**17.00 Turn off the lights. Time to relax.**



**18.30 LET'S GET TOGETHER**

with all HITT participants of Day 1+2!

**BBQ Beach Party, Beach Bar,**  
Hotel am Havelufer

# PROGRAMME HITT

Welcome to our floating forum "Orca ten Broke",

Day 2

# ON WATER

a solar-powered seminar ship



## **BOOST YOUR SERVICE DELIVERY.** *Bring your Hotels to Life in a Digital World.*

**Tuesday, June 23**  
**THE THINK TANK**

### **08.30-08.45 Boarding.**

The ship leaves and arrives again at the jetty directly in front of the Hotel am Havelufer, Zeppelinstraße 136, 14471 Potsdam

### **09.00 Cast off! The journey begins.**

### **09.15-09.30 Opening Address.**

Defining goals and outcomes.

### **The changing nature and speed of competition.**

Why hotel companies need to reboot.

### **09.30 TALK AI**

#### **How will Artificial Intelligence transform your business?**

What are the practical applications getting adopted now that deliver measurable performance improvements.

### **10.30 Motivating Coffee.**

### **11.00 TALK THE WORLD**

#### **Frontiers of Digital Maturity today.**

What do multi-brand hotel groups see as the biggest opportunities given rising digital maturity? How will the customer experience really change? What are the success factors and what challenges need to be overcome? Group Discussion stimulated by two global chains.

### **11.45 TALK EUROPE**

#### **Evolving hotel concepts in a digital world.**

How are the hotel concepts evolving in an ever more customer centric world? How will smaller brands differentiate from multi brand groups? Group Discussion stimulated by two young innovative groups.



# PROGRAMME HITT

Welcome to our floating forum "Orca ten Broke",

Day 2

# ON WATER

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## BOOST YOUR SERVICE DELIVERY.

*Bring your Hotels to Life in a Digital World.*

**12.30 Lunch** - on an Island.

### **14.00 TALK SERVICE DELIVERY IN RETAIL**

How will the online and offline shopping experience evolve?

### **15.00 TALK DIGITAL PROPERTIES AND SERVICES IN HOSPITALITY**

How to connect and engage with a new neighbourhood and communities.

Given mixed use districts have an ever growing presence, how will digital technology be used to engage communities and leverage these multi developments.

**16.00 Coffee Break.** Take a breath at the upper deck.

### **16.30 Think Tank - Key insights and implications**

### **17.00 How to proceed?**

Needs and ideas to help participants take next steps.

**18.00-18.30 Disembark** at Hotel am Hafeluber

### **19.30 LET'S ENJOY HITT 2020**

Dinner at Trattoria Toscana  
next to Hotel am Havelufer



# CHOOSE YOUR FORMAT: ONE DAY OR TWO



## THE FULL PACKAGE: DAY 1+2

### Fees include:

- ❖ HITT SPOTLIGHT and BBQ Beach Party on Monday, 22 June incl. food & beverages
- ❖ Think Tank on board (seminar ship) on Tuesday, 23 June incl. food and beverages during the day (Business Breakfast, Coffee Breaks and Lunch)
- ❖ Dinner on land on Tuesday
- ❖ Think Tank documentation & post-event communication for 1 year
- ❖ Invitation to the HITT Breakfast during IHIF/ITB Berlin

|   |                    |
|---|--------------------|
| <b>Regular Participant Fee</b>                            | <b>1,025 euros</b> |
| <b>Early Bird Bonus till March 15, 2020</b>               | - 70 euros         |
| <b>Bonus for hospitalityInside Subscribers*</b>           | - 70 euros         |
| <small>* Personal subscription required</small>           |                    |
| <b>Loyalty Bonus for the Participants of 2018 or 2019</b> | - 70 euros         |

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



### DAY 1 ONLY

**Fee "HITT Spotlight" (22 June) 250 euros**

- ❖ Participation in the "Spotlight" at the Hotel am Havelufer
- ❖ Presentations: How next gen technology companies and established PMS providers create new ways to engage, empower and better serve hotel guests.
- ❖ Food and drinks during the day
- ❖ Get-Together BBQ Beach Party



Fees do not include individual transportation and accommodation.  
All prices net (conditions as of February 2020).

# SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE



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## SPOTLIGHT PARTNERS

**IRECKONU ❖ MEWS ❖ ROBOTISE ❖  
SABRE HOSPITALITY SOLUTIONS**

# UNIQUE EVENT LOCATIONS IN POTSDAM



GET-TOGETHER: BEACH BAR



DINNER: TRATTORIA TOSCANA



# WHO IS HOSPITALITYINSIDE?

The magazine [www.hospitalityinside.com](http://www.hospitalityinside.com) is an opinion leader among the leading hotel trade publications in Europe and the heart of HospitalityInside GmbH, based in Augsburg (near Munich), a specialised information provider for the international hotel industry launched in March 2005. Its USPs:

- ❖ a purely editorial (no ads) online magazine, bilingual (German/English), publishing weekly
- ❖ a journalistic magazine that is committed to quality, transparency and fairness, with editors and experts delivering articles based on own research and backgrounds
- ❖ readers in the top management of the hotel industry and related branches (investment, real estate, financing, consulting, suppliers) in more than 20 countries
- ❖ a geographic focus on Continental Europe but also global coverage of chains, trends and developments
- ❖ a strong online and offline communication with its hospitalityInsiders and partners

The publishing company **HospitalityInside GmbH** has been shaping its own profile as a professional initiator of interactive networking events, the exclusive think tank HITT and the industry-wide accepted joint stand „World of Hospitality“ at Europe’s largest real estate trade fair Expo Real, Munich, in addition to its classic publishing activities.

For the hospitalityInside story see [www.hitt.world/about-us](http://www.hitt.world/about-us)



**hospitality**  
**INSIDE**

WORLD OF HOSPITALITY INFORMATION.



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