

**HSMAI Asia Pacific Strategy Conference**  
**INSIGHTS FOR HOTELIERS**  
**Tuesday 15<sup>th</sup> November, 2016**

<b>08.00</b>	<b>Conference Registration &amp; Networking</b>	<b>Early Coffee &amp; Networking</b> Your chance to network with your hotel industry colleagues!
<b>09.00</b>	<b>Opening Remarks</b> – Stefan Wolf, President HSMAI Thailand & Chair, <b>HSMAI Asia Pacific</b>	
<b>09.00</b>	<b>Welcome speech</b> Weerasak Kowsurat – Chairman of the Board, <b>Thailand Convention and Exhibition Bureau</b>	
<b>09.10</b>	<p><b>Thailand Tourism Support Group Panel: How can the Tourism Industry work together in good times and bad?</b></p> <p>The Thailand Tourism Support Group (“TTSG”) is a non-profit, private-sector initiative focused on strengthening the tourism industry in Thailand. Stefan will moderate a panel of tourism experts to discuss challenges and initiatives impacting the tourism sector in Thailand and how this concept can be applied in other countries.</p> <p>Moderator: Stefan Wolf, Chair <b>HSMAI Asia Pacific</b> &amp; President <b>HSMAI Thailand</b></p> <ul style="list-style-type: none"> <li>• Willem Niemeijer – CEO of <b>YAANA Ventures</b>, Thailand</li> <li>• Patrick Basset – COO of Thailand, Vietnam, South Korea, Cambodia, Laos, Myanmar and The Philippines at <b>Accor</b></li> <li>• Jens Thraenhardt - Executive Director of the <b>Mekong Tourism Coordinating Office</b> – affiliate member of UNWTO</li> </ul>	
<b>09.40</b>	<p><b>Trend Watching: Decoding Asia – What are the critical success factors for succeeding in the world’s fastest growing travel market?</b></p> <p>As more travellers turn to Google and YouTube in micro-moments, marketers can get more insights: Who are they? Where do they want to go? How do they make decisions? Leverage the latest data to inform your media plan.</p> <p style="text-align: right;"></p> <p>Pankaj Khushani, Head of Media Technology Solutions SEA, India and Korea, <b>Google</b></p>	
<b>09.55</b>	<p><b>Collaborating: Revenue Management &amp; Digital Marketing – are we playing in the same sandpit? And Programmatic Marketing – how to do it!</b></p> <p>Revenue Management function has been evolving at a fast pace - from just managing price, to including inventory, followed by distribution management and onto total profit optimization involving restaurants, bars, spas, and even hotel carparks. Is Digital Marketing and Analytics the latest bastion to involve RM? How do these two functions collaborate in hotels? How should they? Jeannette Ho from Fairmont Raffles gives a peek into how these functions join forces at a corporate level to drive incremental revenue and higher guest satisfaction. Lincoln Barrett from IHG will provide a property level perspective. Then Programmatic Marketing will be explained, how to start and how to win!</p> <ul style="list-style-type: none"> <li>• Jeannette Ho, Vice President Revenue &amp; Analytics, <b>FRHI</b> (Fairmont Raffles Hotels &amp; Resorts) &amp; Vice-Chair <b>HSMAI Revenue Advisory Board Asia Pacific</b></li> <li>• Lincoln Barrett, Vice President, Commercial – Asia, Middle East &amp; Africa, <b>IHG</b> &amp; <b>HSMAI Thailand Board</b> member</li> <li>• Pankaj Khushani, Head of Media Technology Solutions SEA, India and Korea, <b>Google</b></li> </ul>	
<b>10.40</b>	<b>Morning Networking Break</b>	

11:10	<p><b>Driving Direct: There is no magical solution to driving Direct Bookings – besides discounting, what else can you do to drive direct bookings?</b></p> <p>Try some different things and see what works for your property. Hear from your fellow hoteliers on some initiatives they have tried:</p> <ul style="list-style-type: none"> <li>• Promo codes &amp; Links – Chetan Patel, <b>Onyx Hospitality</b></li> <li>• Instagram – Bilal Chamsine, Executive Director, <b>DCA Group Indonesia</b></li> <li>• Global Hotel Alliance – Marcos Cadena, Corporate Director of Distribution, <b>Minor Group</b></li> <li>• Website – Michael Bongiovanni, General Manager Asia Pacific, <b>HeBs Digital</b></li> </ul>
11.40	<p><b>'Demystifying the Digital Distribution Landscape' Panel discussion</b></p> <p>In a world of digital disruptors like Airbnb and Uber, with OTAs and hotel chains consolidating, and with the increasing influence of metasearch, how will your distribution strategies change? What about segmentation, does the traditional segmentation still work for you? Find out from our panel of Asia Pacific experts.</p> <ul style="list-style-type: none"> <li>• Puneet Mahindroo, Corporate Director Revenue Management, <b>Four Seasons Asia Pacific</b> &amp; Chair, <b>HSMAI Asia Pacific Revenue Advisory Board</b> (Moderator)</li> <li>• Ted Zhang, CEO, <b>Derbysoft</b></li> <li>• Rachel Pelikan, Principal Sales Consultant, <b>Oracle Hospitality</b></li> <li>• Marcos Cadena, Corporate Director of Distribution, <b>Minor Group</b></li> <li>• Kamesh Shukla, Sr. VP- Sales - Asia Pacific &amp; Africa <b>RateGain</b></li> <li>• Bob Gilbert, President <b>HSMAI Global</b></li> </ul> <p>This session will look at the future for distribution. The landscape has evolved a lot in the past few years with big new players entering the market. Where is this evolution going? How will you be distributing your product in the future? Do our traditional segmentation strategies still work?</p> <p>Get the answers from this fantastic panel of Asia Pacific experts!</p> <p><b><i>BONUS! All attendees will receive the HSMAI whitepaper "Demystifying the Digital Distribution Landscape" including 14 trends you should be watching.</i></b></p>
12:10	<p><b>Organization vs ROI – which staff are bringing in greatest ROI? Do you have the balance right?</b></p> <p>How many people are focused on RM in your organization? Is it enough? Too much? Some research has been conducted and Jeroen Vaassen from Starwood Hotels &amp; Resorts will tell you about their surprising case study, then hear from Wyndham on their study of Sales, Marketing and Revenue roles. So, who brings in the ROI? Don't miss this session to find out!</p> <p>Jeroen Vaassen, CRME, Senior Director-Revenue Management APAC <b>Starwood Hotels &amp; Resorts Inc.</b>, &amp; <b>HSMAI Revenue Advisory Board</b> Member</p>
12:30	<p><b>LUNCH BREAK 12:30 – 1:30pm in the Chinese Restaurant on Level 5</b></p> 

## BREAKOUT SESSIONS: CHOOSE YOUR SIDE!

	REVENUE	DIGITAL
1.30	<p><b>How to Demonstrate the Value of Revenue Management to Property owners</b></p> <p><i>While revenue management is not a new industry practice, it is not always understood or appreciated by property owners. How can revenue managers demonstrate the value that revenue management brings and its positive impacts on profit to their owner? We will cover: Revenue management is a cost saver, not a cost centre, Revenue management attracts the right guest for the right price, Revenue management improves the value of a hotel, But what financial measurements are the right measurements?</i></p> <p style="text-align: right;">Rachel Grier, Managing Director Asia Pacific, IDeaS Revenue Solutions</p>	<p><b>1.30 The collision between PR and Digital</b></p> <p><i>Among all the changes in roles and activities, one of the ones not discussed much is the changes for Public Relations people. PR are used to arranging activities on the quiet so competitors don't find out. But that frustrates the Digital people, who can get a lot of mileage out of great PR initiatives. Something has to change here...</i></p> <p>Marcos Cadena, Corporate Director of Distribution, <b>Minor Group</b></p>
1:45	<b>5 x minutes changeover time</b>	
1:50	<p><b>How to improve the performance of your Food &amp; Beverage and Spa outlets</b></p> <p><i>Hear from the local experts on how to track and improve the performance of your F&amp;B and Spa outlets. This won't be high-level concepts that you won't be able to implement, our local experts will be explaining how you can do this at your property using case studies.</i></p> <ul style="list-style-type: none"> <li>• Jeannette Ho, Vice President Revenue &amp; Analytics, <b>FRHI</b> (Fairmont Raffles Hotels &amp; Resorts) &amp; Vice-Chair <b>HSMAI Revenue Advisory Board Asia Pacific</b></li> <li>• Patrick Andres, Vice President AsiaPacific, <b>Rainmaker &amp; HSMAI Singapore Board Member</b></li> </ul>	<p><b>1:50 Out of the box: Analytics 2.0 - Driving Great Online User Experience with Data</b></p> <div style="display: flex; align-items: center;">  <p><i>The first wave of data and analytics gave us metrics such as visitor numbers, sessions and bounce rates. Now that we're all grown up, it's time that our data does as well. Let's look at how we can use the massive ecosystem of analytics that has evolved to delight our users - driving conversions and inspiring brand loyalty thus building retention.</i></p> </div> <p><i>It's time to track and learn! How to improve user experience. You could easily apply this method to building any online experience, be it a native app or a website. This is a 'not-to-miss' session, where you will learn about which tools you can use to see what your visitors are doing on your platform and how to use that data to continuously improve.</i></p> <p>Jai Govindani, Chief Technology Officer – <b>Red Planet Hotel &amp; HSMAI Thailand</b> Board Member</p>
		<p><b>2:15 Reputation &amp; Direct Bookings</b></p> <p><i>Learn how digital reputation provides guest insights to help you optimise operations and power your marketing! Did you know you can use your hotel reviews to deliver personalised experiences both on-property and in the digital customer journey? Find out how.</i></p> <p>Fariheen Faroukh, Director of Sales, <b>Revinate</b></p>
2:30	<b>5 x Minute Changeover time</b>	

<p><b>2:35</b></p>	<p><b>Personalizing the Customer Experience to drive greater engagement and profitability</b></p> <p>In the age of “ME” where consumers are more and more discerning, with a quest for unique experiences that fuel their passion for travel, how can hotels leverage technology, data and analytics to personalize experiences for the consumer of today, providing a seamless online to offline experience to drive greater engagement and profitability? Hear from organizations that are on this journey as well as those that are facilitating the ability to deliver these experiences. We will also have the opportunity to pose challenging questions to these experts, so that we can truly learn “how to do this”.</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Maunik Thacker, Senior Vice President Marketing, <b>Marina Bay Sands &amp; HSMAI Marketing Advisory Board</b></li> <li>• Emilie Couton, Vice President Digital Marketing Asia Pacific, <b>Accor</b></li> <li>• Charles Deyo, CEO+Owner, <b>Cendyn One</b></li> </ul> 
<p><b>3:20</b></p>	<p><b>Afternoon Tea Break and Exhibitors</b></p>
<p><b>4:00</b></p>	<p><b>Pricing 2.016 – Time to reimagine</b></p> <p>Dominated by innovative technology, the constant need to feel connected and the availability of virtually any information at our fingertips the traveller of today has choices, has control, has the ability to impact their own experience. We as hoteliers segment our customer, we set parameters and we set the prices that are taken into consideration when decisions are being made. Yet do we still know what we are doing and why we are doing it? Are revenue managers overwhelmed with choices they can make and routes they can take?</p> <p>BAR by day, BAR by Length of Stay, Blended BAR, Web BAR, Competitive BAR, Pricing structure, continuous pricing, price optimization, sentiment analysis, derivate pricing, channel pricing, contextual pricing, decoy pricing, pricing by room type, rate product pricing, segment pricing – where do we end and are we being complex to the point of confusion?</p> <p>We will show you what’s out there, get you informed, get you to understand what we can and should do, so you can explore the options, find the right fit and reimagine the way you are pricing to your customers today.</p> <p>Fabian Bartnick, Vice President Asia Pacific, <b>LodgiQ &amp; HSMAI Singapore Board</b></p>
<p><b>4:30</b></p>	<p><b>HSMAI Update: What’s new at HSMAI and in Education for Hoteliers</b></p> <p>Speakers: Bob Gilbert, President HSMAI Global &amp; Jackie Douglas, President, HSMAI Asia Pacific</p> <p>HSMAI University has multiple educational products developed by Hoteliers for hoteliers. Certifications in Revenue Management, Digital Marketing and Business Acumen are all global recognition that you are an expert in these field. HSMAI also have some online study modules for those starting out in Digital Marketing, and Revenue Management.</p>
<p><b>4:45</b></p>	<p><b>How to use what you learnt today...Thoughts from the Revenue &amp; Marketing Advisory Board</b></p> <p>Let’s recap the day’s learning and give you a framework to help you build your digital strategy and a business case with your head office, or your owner, for the resources or funds. You’ll need to prove that they will get a return on their investment. Let us help you do that! How can you start to implement the change you need and attract the right skillsets to compete in the digital landscape? The Advisory Board members will share their key insights from the day, and help you leave with a clear plan for how you’ll use the insights you gleaned today, to improve your business tomorrow.</p> <p>Panel:</p> <ul style="list-style-type: none"> <li>• Stefan Wolf, President, <b>HSMAI Thailand &amp; Chair, HSMAI Asia Pacific</b> (Moderator)</li> <li>• Maunik Thacker, SVP Marketing, <b>Marina Bay Sands &amp; Chair HSMAI Marketing Advisory Board</b></li> <li>• Puneet Mahindroo, Corporate Director Revenue Management Asia Pacific, <b>Four Seasons Hotels and Resorts and Chair HSMAI Revenue Advisory Board</b></li> </ul>
<p><b>5:00</b></p>	<p><b>Networking and Cocktails in the Garden Terrace on Level 8</b></p>