P R O G R A M M E

Emerging technologies: Friend or foe?

The new interactive Think Tank.
Open to an international community.
In English language only.

Where industry leaders share and engage
to improve collective understanding.

June 10-11, 2018 at a seminar ship in Berlin

HITT Goals & Outcomes

- ❖ Gain an understanding and impact of the emerging technologies.
- ❖ Demystify the terms and definitions.
- ❖ Gain insights which technology will be relevant and could create value.
- ❖ Discern between hype and reality, to help prioritise where to focus.
- ❖ Shape future HITT events, methods of collaboration and communication.

Sunday, June 10

19:00-22:00
Welcome to Berlin and the HITT premiere!

Get-together
25hours Hotel Bikini Berlin
Bikini Island Lounge

Organizer: hospitality INSIDE — WORLD OF HOSPITALITY INFORMATION.   **Sponsors:** Sabre   ACCOR HOTELS — Feel Welcome

Monday, June 11

08:00-09:00
Welcome to our floating forum!
Boarding & Business Breakfast at the seminar ship

09:00 Cast off! The journey begins.
The ship will leave at 9 a.m. sharp.

09:00-09:30 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: Feel the heart beat
The landscape of emerging technologies & its relevance for the
hotel industry.
Let's screen the magic buzz words: AI, IOT, Digitalization,
Robots, Voice recognition, Face recognition, Blockchain… And
find out how interfaces may connect and eco systems
synchronize.

10:00-11:00 Discussions, team work, conclusions.

11:00-11:30 Networking and Motivating Coffee
at the Upper Deck.

11:30-11:50 IMPULSE 2: Identify the change
The interaction between man & machine. Threats and benefits of a new relationship.
Impulse generator: Prof Dr Thomas Lachmann, Chair Cognitive and Developmental Psychology, Center for Cognitive Science and Dipl-Psych Jan Spilski, HCI coordinator, Center for Cognitive Science, University of Kaiserslautern, Germany

11:50 -12:30 Discussions, team work, conclusions.

12:30-13:30 Networking & Relaxing Lunch
at the Upper Deck.
The ship will stop on river Havel in front of a famous landmark.

13:30-13:50 IMPULSE 3: Understand the systems
Artificial Intelligence: The big digitalization shift influencing the hotel business.
Why AI, including Machine Learning and Deep Learning, will fundamentally restructure the relationships between the industry players (operator, service provider, owner/investor, brand, retailer, media) and makes us rethink the customer journey.
Impulse generator: Dr Andriew Lim, Professor of Technopreneurship and Innovation, Hotelschool The Hague (HTH), The Netherlands

13:50-14:30 Discussions, team work, conclusions.

14:30-14:50 IMPULSE 4: Watching trends
The Chinese perspective. Leading emerging technologies.
How Asia's mega market pushes digitalization in tourism and why travellers expect the same digital world around the globe.
Impulse generator: Prof Dr Wolfgang Arlt, Founder & Director, COTRI China Outbound Tourism Research Institute, Hamburg, Germany

14:50-15:30 Discussions, team work, conclusions.

15:30-16:00 Networking & Refreshing Tea
at the Upper Deck

16:00-17:30
DISCUSSION ONLY: Feel the pulse
Focus on the industry challenges in the individual business fields…. in Hotel Development, Distribution & Marketing, Operations, Organization (HR, Safety & Security). A dialogue between experts and audience.

17:30-17:45 Summary
Today's learnings.
By Tim Davis.

17:45-18:00 The new HITT community
Shaping your future.
Let's discuss the focuses of the next HITT, post-communication and the next networking activities in the upcoming 11 months.

18:00 Closing

About 18:00 Drop anchor!
The seminar ship is back to port.

To be followed by
Apero & BBQ at the Upper Deck.

(Programme subject to change)
The website www.hitt.world will be permanently updated.

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