领导者对话 Leaders' Talk — AM Session/ July 14 (New Asia Ballroom Third Floor)

09:00	WELCOME REMARKS BY THE ORGANIZER	**Gloria Wong** Event Director Escom Events
	Conference Chair: **Cai Shuo,** Advisor to Managing Director – Development and Technical Services, Oakwood Worldwide	
09:05	**KEYNOTE: China Hotels: The Road to Recovery** The presentation will be divided into four sections: 1. The Road to Recovery – Looking at the initial impact of the COVID-19 epidemic on the travel, tourism and hotel market in China and how the market recovered in the second half of 2020 and in the first half of 2021. 2. A focus on Shanghai – Looking at the current hotel market dynamics in Shanghai. 3. A Window on the Future – What's next for hotel development in China? 4. Key Takeaways – A summary of the presentation.	**Shaun Brodie** Head of Occupier Research, Greater China Cushman & Wakefield
09:30	**PANEL DISCUSSION: Investment & Expansion Strategy Post COVID-19** Hoteliers and investors remain agile and adopt changes as the global lodging industry continues to be tested in ways (pandemic) it never has. Additionally, traditional brands are being forced to re-examine their product offerings to remain competitive as consumer preferences evolve. This is a panel session that VP of Development, CEO of property firms will be sharing their views and insights on the upcoming investment, projects and brand expansion. **Moderator:** **Junya Wei,** VP – Greater China, JLL Hotel & Hospitality	**Panelists:** (Names are not listed in order) **Wade Yuan** Founder & CEO i Hotel **Bill Wang** Vice President, Business Development Greater China Wyndham Hotels & Resorts **Lydia Li** Regional General Manager, Central West China Ascott China **Gary Ye** Vice President, Operations, China Radisson Hotel Group **Cai Shuo** Advisor to Managing Director – Development and Technical Services Oakwood Worldwide
10:15	Morning Tea Break	**The Atrium 3rd Floor**
10:55	**LEADERS' TALK: Hotel Innovation and the Creation of Competitive Advantage** The current situation requires hoteliers to break our inherent traditional thinking, in operation and management Work hard on innovation, in order to maintain their competitive advantage. In this discussion session, guests will discuss how to promote customer intimacy, customer experience consistency and efficiency through innovative operation ideas, innovative technologies and solutions to achieve sustainable growth and develop core competitiveness. **Moderator:** **Huilian Duan,** Vice President for Sales and Marketing, Maritim Hotels Asia	**Panelists:** (Names are not listed in order) **Maze Wu** Branding VP Rezen Group **Kerwin Shen** VP of Jin Jiang Hotel China Region President, Park Inn by Radisson BU **Anthony Shi** President Qike Group **Luffy Wang** COO Hongkun Hotel Group
11:40	**PANEL DISCUSSION: Customization and Standardization in Hotels - A Paradox or Not?** The hotel sector post the pandemic is to be ever more competitive and to maintain profit margins, hoteliers will need to renew emphasis on cost reduction and break through the consumer perception of commoditization. On the other hand, it is standardization that will pave the way not only to control costs, but also to provide the differentiated customer experience guests crave. Speaker of this session will show why with innovations and tech adoption this won't be a paradox. **Moderator:** **Tina Wong,** SVP, Strategy and Corporate Development, Cachet Hotels & Resorts	**Panelists:** (Names are not listed in order) **Johnny Gu** VP of Business & Commerce Development Barony Hotels & Resorts **Steve Zhong** President Qingmu Travel Hotels Group **Jing Bang Zhang** Chairman XITU High Tec **Zaiqun Lu** General Manager of Development Center Grand Skylight Hotels Management **Solomon Zhang** Senior Director of Development Langham Hospitality Group
12:25	**KEYNOTE: Incorporating Co-working Spaces with Hotels** Hospitality industry has been intensively impacted by COVID-19 resulting in low occupancy and dropping revenue. Hospitality practitioners are seeking for new mode of partnership to satisfy the needs of both leisure and business travellers. Hybrid Hospitality is now a new industry trend namely utilizing the extra space and converting it to working space in an effort to improve the occupancy rate and revenue. It helps to build up a new ecosystem connecting business with leisure which accomodate people' s needs of work-life balance and fusion at the same time.	**Edward Hu** Country Manager IWG China
12:50	**Standing Buffet**	**The Atrium 3rd Floor**

PM Session/ July 14 (New Asia Ballroom Third Floor)

14:00	**PANEL DISCUSSION: COVID-19's Impact on Hotel Design** In this panel we will share how hoteliers are adopting Cleantech for Smarter, Greener Hotels, and how smart energy management and digitized guest experience and labour management are the top solutions hotels have adopted to help conserve energy and optimize resources during this low occupancy period, and why the COVID-19 pandemic catalyzes the industry as a whole to adopt smarter technology and more sustainable solutions **Moderator:** **Zhiping Wu,** Assistant General Manager, Zhejiang Grandeur Group	**Panelists:** (Names are not listed in order) **Fei Zhou** Global High-end Hotels Department, Brand Innovation and Development Senior Director Huazhu Hotels Group **Perry Lee** Executive Director AECOM Architecture Design
14:40	**KEYNOTE: Repositioning Strategies for Hotels** The hospitality industry has suffered greatly during the pandemic because of the dramatic slowdown in business and leisure travel. And yet, the ongoing challenges of global wellness and the climate crisis have pushed the industry to ask what else hotels can be for people and communities. This year, the hospitality industry has an opportunity to reinvent itself through resilient, human-centric designs that connect people with place.	**Julia Chang** Project Director Gensler
15:05	**SMART HOTELS PANEL: Are Smart Hotels, AI and Service Robot the Real Future or Just an Advertising Stunt?** We see "Total Smart hotels" in China, Singapore, Japan, but they are not yet really smart enough to replace hotel staffs. Nevertheless, we believe smart technology is here to change the future of hotels. In this panel, panellists will share: What are the evaluation criteria for "FULL SMART HOTEL"? How much does the current smart devices contribute to hotel revenue? What is the core value of smart devices? How long will it take for smart devices to fully mature? How do smart devices actively interact with people and provide the required active services in a timely manner? Projection of Smart Experiences in hotels in 2025. **Moderator:** **Fei Pei,** General Manager, Huamei Consulting Group Shenzhen	**Panelists:** (Names are not listed in order) **Terry He** Director of IT LN Hospitality **Joni Jiang** Deputy Director of Info Center Jinling Hotel Corp. Ltd. **Tony Wu** IT Dept. General Manager Greenland Hotel And Tourism Group **John Bao** Technical Director WSP
15:50	**Lucky Draw Session** **Description of the Voucher:** • Six vouchers; each values at RMB 1,288. With the voucher, you can enjoy a one-night stay, breakfast for two at one of GSHM's hotels in either Beijing, Shanghai, Shenzhen, etc.	**Lucky Draw Sponsor** GSHM Grand Skylight Hotels Management 格兰云天酒店管理有限公司
15:55	**Post Event Networking**	**The Atrium 3rd Floor**
16:30	**Closing of Day One Programs**	

优化运营 Operations Optimization — AM Session, July 15 (New Asia Ballroom Third Floor)

09:00	WELCOME REMARKS BY THE ORGANIZER	**Gloria Wong** Event Director Escom Events
	Conference Host: **Gloria Wong,** Event Director, Escom Events	
09:05	**KEYNOTE: Listen to the Voice of Customer and Satisfy Your Guests** For this particular session, DR. Ying from Vocust will analyze the trends of customer experience management and digital transformation in China's hospitality and tourism market. She will elaborate the usage of omni-channel customers' voice data in helping the managers to optimize hotel operations and marketing strategies.	**Liuping Ying** PhD in Educational Psychology, CUHK; Senior Product Manager of Vocust Technology
09:30	**PANEL DISCUSSION: Why Hotels Should Prioritize Guest Convenience** Guests want innovative technology that enables them to quickly and easily get the service or information they desire; they want features that are integral to their hotel experience, such as enabling virtual check in/check out, keyless room access, and booking of activities and ticket purchasing. COOs from hotels will share why guest convenience is the top of all customer evaluation indexes and how hotels can perform the utterly convenient experiences. **Moderator:** **Elizabeth Espinosa,** Founder & CEO, Inspire Hospitality	**Panelists:** (Names are not listed in order) **Patrick Low** Area Vice President, Operations Shangri-La Group **Victor Jin** General Manager Pullman Shanghai Jingan **Manoj Mehta** Chief Executive Officer naked Group **Jean-Charles Fortoul** CEO APAC Resorts Club Med **Liuping Ying** PhD in Educational Psychology, CUHK; Senior Product Manager of Vocust Technology
10:15	Tea Break	**The Atrium 3rd Floor**
10:55	**KEYNOTE: Tapping New Customer Segments to Find New Growth Opportunities - A New Approach in Hotel Brand Development**	**Kevin Gentle** Vice President Brand R&D Jinjiang Global Innovation Center
11:20	**KEYNOTE: Current Challenges of the F&B Sector in Hotel Operations and the Importance of Professional Development of Talents** This presentation explains the challenges of the food and beverage industry, the importance of professional development of talents and how it can help overcome the current challenges.	**Sacha Stocklin** Founder and Managing Director Center of Innovation and Entrepreneurial Culinary Arts & Services (CieCAS)
11:45	**KEYNOTE: Asia Pacific Hotel Investment Trends**	**James Macdonald** Head of Research, China Savills
12:10	**LUNCH**	**The Atrium 3rd Floor**

营收管理 Revenue NextGen — PM Session, July 15 (New Asia Ballroom Third Floor)

13:30	**PANEL DISCUSSION: Hotel Marketing in and after COVID-19** While normal marketing activities have been curtailed, there are still plenty of actions that hotels can take in order to prepare for recovery and to ensure that they are in a position to get a strong head start when demand starts to improve. This session is for Hotel CMOs to share best practices and industry expertise for hotel marketing during these unprecedented times. **Moderator:** Jing Bang Zhang, Chairman, XITU High Tec	**Panelists:** (Names are not listed in order) Vicky Zhang Vice President, JinJiang Hotels China Region President, Vienna International Hotel President, China Kyriad Marvelous Hotel Wei Qi Corporate Director of Operations Bolin Hotels Group
14:15	**INTERVIEW SESSION: For Hotel Operators, How to Build A Revenue Management System from Scratch** **Interviewer:** Wutong Lin, Director of Marriott Hotels Management Academy, Shanghai Sanda University	**Interviewee:** (Names are not listed in order) Hans Hao Lecturer on Revenue Management Meituan Hotel James Zhao Vice President of Development & Commercial Barceló Hotels & Resorts China
14:55	**KEYNOTE: The Travel Boom is (Probably) Coming - Be Ready** At the risk of being over-optimistic, for the first time in this crisis, we start to see the factors come together which will allow for a restart of travel. It will be leisure-first, domestic-first, but the latent demand is massive. The travel sector needs to ready itself for a demand boom.	Steve Saxon Partner, Lead of Travel Practice, Asia McKinsey & Company
15:20	**Lucky Draw Session** • One night stay at a three-bedroom treetop villa Including breakfast, Archery, Land Rover play park for 6, valued at RMB 12,000 at naked Stables mountain Vacation	Lucky Draw Sponsor 裸心
15:30	**Post Event Networking**	The Atrium 3rd Floor
16:00	**Closing of the Event**	