



AM Session/ July 14

As of June 22

09:00	CONFERENCE OPENING REMARKS	
09:05	<p>KEYNOTE: Hotel's Recovery Path for Asia countries + Outlook 2021-2025</p> <p>In this session we will hear from a world leading hotel survey and consulting expert to share the current hotel performances, trends to watch for Asia countries respectively Greater China, Japan, Korea and Southeast Asia. More importantly it will reveal the top trends and innovations that most hoteliers are adopting as well as estimated market growth directions, trends and performance predication for 2021 to 2025.</p> <p>We are looking for panellists who are the C-Suite from Hotel Chains, and Senior Leaders in Hotel Investment, Development Corporations, Consulting Firms Leaders, Design Heads, etc.</p>	TBC
09:30	<p>PANEL DISCUSSION: Investment & Expansion Strategy post Covid19 (Chinese)</p> <p>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.</p> <p>Moderator: Junya Wei, VP – Greater China, JLL Hotel & Hospitality</p>	<p>Panelists:</p> <p>Wade Yuan Founder & CEO Aidianjing Hotel Group</p> <p>Bill Wang Vice President, Business Development, Greater China Wyndham Hotels & Resorts</p> <p>Gary Ye Vice President, Operations, China Radisson Hotel Group</p> <p>Cai Shuo Advisor to Managing Director – Development and Technical Services Oakwood Worldwide</p>
10:15	Morning Tea Break	
10:50	<p>LEADER'S TALK: Hotel Innovation and the Creation of Competitive Advantage</p> <p>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.</p>	<p>Panelists:</p> <p>Kerwin Shen Vice President Jinjiang Hotels Group China</p> <p>Anthony Shi President Qike Group</p> <p>Yun Du Architectural Director BLVD International</p> <p>Huilian Duan VP Sales & Marketing APAC Maritim Hotels</p>
11:35	<p>PANEL: Customization and standardization in hotels - A paradox or not?</p> <p>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.</p> <p>Moderator: Tina Wang, SVP, Strategy and Corporate Development, Cachet Hotels & Resorts</p>	<p>Panelists:</p> <p>Johnny Gu VP of Business & Commerce Development Barony Hotel & Resorts</p> <p>Steve Zhong President Qingmv Travel Hotels Group</p> <p>Jing Bang Zhang Chairman XiTu Technology</p> <p>Zaiqun Lv General Manager of Development Center Grand Skylight Hotels Management</p>
12:20	KEYNOTE: Post-COVID Era: Non Air-conditioning in Hotels	<p>Yuanjian Xie CTO Landleaf Technology</p>
12:45	Standing Buffet	

13:30	PM SESSION OPENING REMARKS	
13:40	KEYNOTE: Incorporating Co-working Spaces with Hotels	Edward Hu Country Manager of IWG China IWG plc
14:05	<p>PANEL DISCUSSION: COVID-19's Impact on Hotel Design</p> <p>In this panel we will share how hoteliers are adopting Cleantech for Smarter, Greener Hotels, and how smart energy management and digitised guest experience and labour management are the top solutions hotels have adopted to help conserve energy and optimise resources during this low occupancy period, and why the COVID-19 pandemic catalyses the industry as a whole to adopt smarter technology and more sustainable solutions.</p> <p>潜在的圆桌讨论嘉宾：酒店开发公司设计副总裁、总监，连锁酒店设计、工程、技术副总裁、总监，设计公司设计总监等；若您感兴趣，可电邮会议总监 @ gloria.wong@escom-events.com</p>	<p>Panelists:</p> <p>Fei Zhou Global High-end Hotels Department, Brand Innovation and Development Senior Director Huazhu Hotels Group</p> <p>Perry Lee Executive Director AECOM Architecture Design</p> <p>Zhiwei Wu Assistant General Manager Zhejiang Grandeur Group</p> <p>Yichen Liu Product Director of Business Development Center Landleaf Technology</p>
14:50	KEYNOTE Reserved for Commercial Partner	
15:15	<p>CASE STUDY: Hotel Digital Transformation and Digital EcoSystem under 5G</p> <p>Panelists in this session will use specific case analysis to explain how hotel operators can create digital transformation. Including: front desk self check-in, customer relationship management system and other software, chat robots and other public technology equipment to enhance the experience, communication equipment, smart furniture, big data management, predictive analysis based on big data, membership reservation system, procurement platform, financial platform, Business intelligence information, etc.</p> <p>潜在演说嘉宾：COO, CIO, CTO, IT VP/总监等；</p>	
15:40	Tea Break	
16:20	<p>KEYNOTE: Repositioning Strategies for Hotels</p> <p>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.</p>	Julia Chang Project Director Gensler
16:45	<p>SMART HOTELS PANEL: Are Smart Hotels, AI and Service Robot the Real future or Just an Advertising Stunt?</p> <p>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.</p> <p>潜在的圆桌讨论嘉宾：连锁酒店CIO, IT、技术、运营副总裁或总监，设计公司总监，技术公司、咨询公司高管等；若您感兴趣，可电邮会议总监 @ gloria.wong@escom-events.com。</p>	<p>Terry He Director of IT LN hospitality</p> <p>Lei Jiang Vice IT Director Jinling Hotels Group</p>
17:30	Lucky Draw	
17:40	Closing of Day One	

09:00	CONFERENCE OPENING REMARKS	
09:05	<p>KEYNOTE: Guest Satisfaction Report & Trends in Asia hotels</p> <p>The story between the hotel and the guest begins from the moment the guest has the intention to travel. How to provide Better services and creating extraordinary experiences beyond expectations have become the ultimate problem for hotel operators. This session analyzes the current development trends of customer satisfaction and customer experience in Asia markets, including the digital trend of customer experience, the trend of seamless omni-channel experience, and channel preferences for customer satisfaction feedback.</p> <p>寻找潜在的演讲嘉宾：咨询公司；若您感兴趣，可电邮会议总监 @ gloria.wong@escom-events.com 。</p>	TBC
09:30	<p>PANEL DISCUSSION: Why Hotels should Prioritize Guest Convenience</p> <p>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.</p> <p>We are looking for panelists who are the COO, Operations Head from Hotel Chains, Technology Providers, etc.; please email gloria.wong@escom-events.com if you are interested.</p>	<p>Panelists:</p> <p>Patrick Low Area Vice President, Operations Shangri-La Group</p> <p>Victor Jin General Manager Pullman Shanghai Jingan</p> <p>Manoj Mehta Chief Executive Officer naked Group</p>
10:15	Tea Break	
10:55	KEYNOTE Reserved for Commercial Partner	TBC
11:20	<p>KEYNOTE: How to use Intelligent Voice Control and Smart Room Tech to Meet the needs of Guests for Personalized Room Entertainment and Voice Control</p> <p>The demand for personalized content playback and voice control functions in hotel rooms is growing at an unprecedented rate. The combination of voice technology and hotel experience is a trend in the future. For example, virtual assistants can wake guests up regularly, play yoga course videos on the full-length mirror, turn on the shower head, and adjust the temperature. This panel session is to discuss the possibilities of voice technology + artificial intelligence + smart rooms, current difficulties and potential solutions.</p> <p>寻找潜在的演讲嘉宾：技术及解决方案提供商，酒店集团IT Head等；若您感兴趣，可电邮会议总监 @ gloria.wong@escom-events.com</p>	TBC
11:50	The Path Forward - Successful Talent Retention in the 21st Century Workplace	<p>Jens Busch Vice President HVS Executive Search</p>
12:15	午餐	

13:30	PM SESSION OPENING REMARKS	
13:40	<p>KEYNOTE: The Next Generation Marketing Ecosystem for Hotels</p> <p>The digital advertising in hotel industry is still dominated by OTAs, and most hotels still have not established a controlled marketing ecology. This session discusses how the hotel to take the consumer as the center, based on IT & APIs to open up all online and offline channels, and integrate OTA and its own channels. Online e-commerce platforms, local O2O services and other scene precision marketing, to achieve personalized and refined marketing strategies, help hotel revenue growth, and create a self-controlling future-proofing digital marketing ecosystem.</p> <p>潜在演说嘉宾：连锁酒店CMO, 营销、客户体验、电子商务总经理、总监, 营销公司C-suite等;若您感兴趣, 可电邮会议总监 @ gloria.wong@escom-events.com。</p>	TBC
14:05	<p>PANEL DISCUSSION: Hotel Marketing in and after COVID-19</p> <p>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 headstart 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</p> <p>潜在的圆桌讨论嘉宾：连锁酒店CMO, 营销、客户体验、电子商务总经理、总监, 营销公司C-suite等;若您感兴趣, 可电邮会议总监 @ gloria.wong@escom-events.com。</p> <p>Moderator:</p>	<p>Panelists:</p> <p>Nick Li General Manager Sales & Marketing CTG Hotel Holdings Corporation Limited</p> <p>Wei Qi Corporate Director of Operations Bolin Hotels Group</p> <p>Vivian Yeh SVP – Marketing and Technology, Greater China Accor</p>
14:50	SHARING SESSION: Hotel Revenue Management Innovations	Reserved for Meituan
15:05	<p>The Travel Boom is (Probably) Coming - Be Ready</p> <p>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.</p>	<p>Steve Saxon Partner, Lead of Travel Practice, Asia McKinsey & Company</p>
15:30	Lucky Draw	
15:40	Post Event Networking	
15:50	Closing of the Event	