

Digital Developments in Hospitality

Paris - April 15, 16 2011 - 10 AM – 6 PM

1 Day Think Tank – Radically Rethinking Service

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Digital Developments in Hospitality

Radically Rethinking Service in a Mobile-App-Social world

Topics:

A one *day long think tank* to introduce participants to the *latest web tools* + discuss:

- Impact of Hotel review sites on search engine visibility
- Dynamically delivered offers – personalization of site content
- Augmented Reality + Mobile Apps = the new luxury service expectations
- iPad Apps innovations for meeting planners
- Social Media Influencers as the new VIPs – Klout + ReviewPro

Outcomes:

Participants will preview and discuss *emerging* web based applications and services that will impact guests expectations, hoteliers' skills and industry operations.

Participants should feel 'wowed', intellectually stimulated and better prepared for career progress.

The sessions are NOT tech talks or sales demos. Targeted for innovative thinkers, discussions will explore changing service expectations and industry challenges.

May choose attending either Friday or Saturday.

Topics + Session Leaders:

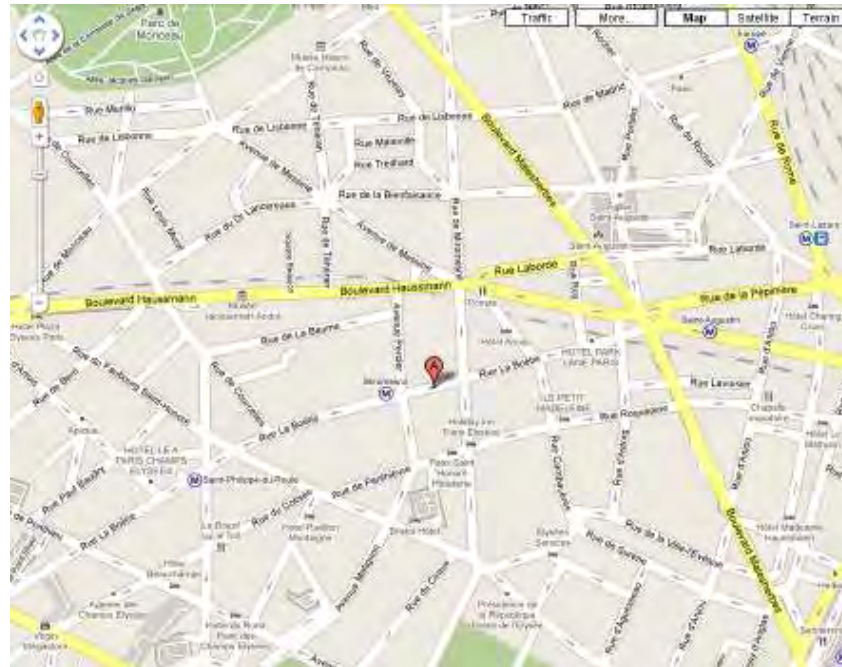
- SmartStay for iPhone, iPad – Tom O'Rourke, O'Rourke Hospitality
- Dynamically Delivered Content Sense Personalized WebAds - <http://www.avvio.com/>
Yannis Anastasakis, VP Business Development EMEA
- Augmented Reality + Luxe – Macha Belkov Oneglobe Network
- ReviewPro CEO RJ Friedlander

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Location:

EAC Institut, 33 Ave La Boetie, Paris – 75008



Register Online:

www.d-d-i-h.com **Registration Fee:**

450€ - 1 Day Session, online registration – industry professionals

350€ - Early Bird Registration by March 30, 2011

350€ - CMH Alumni

100€ - Early Bird CMH Alumni by March 30, 2011

Complimentary passes for invited guests – [Young Hotelier Award Winners](#); CMH MBA