

# HBAA Forum 2015 - Better Business Toolkit

Agenda with short descriptions

## Monday, 20 July 2015

11:30 - 12:30	<b>Registration</b> [More Info]
12:30 - 13:30	<b>Lunch</b> [More Info]
14:00 - 14:10	Welcome <i>Our guest facilitator Nadine Dereza is back with us again for the duration of the Forum.</i>
14:10 - 14:25	<b>HBAA-2015 So Far</b> Jacqui Kavanagh HBAA Chairman Hayley Stokes HBAA Venue Chair Juliet Price Consultant Executive Director <i>Highlights of HBAA activities and events to date.</i>
14:25 - 15:05	<b>How to be economically intelligent: a behavioural economist explains it all</b> Roger Martin - Fagg <i>How the economy really works, why Government is not the cause of austerity or the driver of growth, where we are today and the outlook for the next three years</i>
15:05 - 15:45	<b>Events &amp; Government: A Tipping Point</b> Alistair Turner <i>Recently valued at over £39 billion, our industry is represented at government level by the Business Visits &amp; Events Partnership and Britain for Events. Alistair Turner represents both of these organisations and will tell us what's on the government agenda for the events industry and how they are developing strategies and building relationships with the new government for the good of the industry.</i>
15:45 - 16:20	<b>Tea with our sponsors</b>
16:20 - 17:00	<b>The Big Panel Session: The Changing Face of Procurement</b> <u>Facilitator:</u> Jacqui Kavanagh <u>Panel:</u> Trevor Elswood Gareth Warnock Katie Howard Alison Searle Nigel Kletz <i>The recent recession provided procurement professionals with a real opportunity to add value and profitability to all aspects of selection, purchasing and interaction with suppliers. HBAA Chairman Jacqui Kavanagh and a panel of experts explore what's happening now in procurement best practice and discuss its reach and influence on the industry supply chain.</i>
19:00 - 19:45	<b>Pre-dinner drinks</b>
19:45	<b>Networking Dinner</b> <i>Best of British theme.</i>  <i>7:00 pm: Drinks in the Warwick Suite</i> <i>7:45pm: Dinner in the Kings Suite</i> <i>12:30 am: Dinner ends, retire to bed or the hotel residents' bar!</i> <i>Dress: Summer Casual</i>

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09:30 - 09:40	<b>Forum Opens</b>
09:40 - 10:30	<b>Meetology®: The Fascinating Science behind Human</b> Jonathan Bradshaw <i>The ability to connect with others is at the heart of business success and the science behind it is fascinating. Join Jonathan Bradshaw as he explores his rich archive of behavioural research and presents insight, as well as practical tips, tools and techniques, on how to improve business performance by communicating more effectively with clients, customers and colleagues.</i>
10:35 - 11:20	<b>Crisis Media Management Workshop for Venues</b> PS Programmes <i>Crisis is inevitable in the venue and hotel industry. From fire to food poisoning, we all take measures to keep staff and guests safe. But how safe is your reputation? In today's 24-7 world of broadcast and social media, it is essential to have a fast and effective response when a crisis hits. Without a strategy, the reputation of your company - and your position within it - could be damaged forever. Business continuity plans often overlook the importance of up-to-date crisis media training, and in this workshop, we will explore the impact that you can have on a crisis when you get it right, and the common mistakes to avoid.</i>
10:35 - 11:20	<b>Agent Workshop (i)</b> <b>Dynamic Corporate Pricing – How does it work &amp; Why?</b> Lisa Scholes <i>Do you understand Dynamic Corporate Pricing? Are you aware of all the benefits associated with moving to a dynamically priced programme? During this session we will take a deeper dive into the mechanics of how the model works with Hilton Worldwide, including how the percentage discounts are calculated and a case study of a customer who has recently moved to a dynamic pricing model. The session is suitable for those agents who manage / procure hotel programme's for transient business travel.</i>
10:35 - 11:20	<b>Agent Workshop (ii)</b> <b>Staying Ahead</b> Graham Dodd and Liz Devaney <i>An insight into some of the hotel development and digital initiatives Hilton Worldwide is undertaking to stand out from the crowd, plus an industry update on the long stay sector.</i>
11:20 - 11:45	<b>Coffee with our Sponsors</b>
11:45 - 12:30	<b>Better Business Bootcamp Workshop</b> HT Training <i>Learn of a useful four part model that can be applied to any business challenge. Whether you are looking to increase revenue/profitability, reduce costs or retain and develop talent this session is for you. This workshop is suitable for business owners, managers and anyone managing a team.</i>
11:45 - 12:30	<b>Socialising your Media Workshop</b> Andrew White <i>Understanding which social media platform is best for you and your business and utilising it to its full potential can significantly improve audience engagement, sales success rates and business development. Andrew White, MD of Triggerfish Communications presents an interactive session that will make you think differently about how to maximise social media to capitalise on your business events. Featuring sessions for Twitter and LinkedIn (premium) users.</i>
11:45 - 12:30	<b>Technology Workshop: blurring the lines between buyers, agents,</b>

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### **venues and suppliers.**

Chris Elmitt

*As technology becomes increasingly important in the event mix, so everyone wants a piece of the action - well funded tech start ups, ambitious agencies developing digital teams and proprietary software and venues investing heavily in integrating technology into their venue portfolio. How well are these changes meeting the needs of today's tech-savvy client? Presentation, audience and panel discussion led by Chris Elmitt, MD of Crystal Interactive.*

11:45 - 12:30

### **Why Bad Reviews are Good for Business Workshop**

Thomas Landen

*More than 90% of the travellers worldwide say that online reviews impact their hotel booking decisions. In this masterclass we will dive into online guest reviews and give you insight in how guest reviews impact your business. This session is essential for hoteliers that would like to learn how to handle guest feedback and what you can do to improve your guest satisfaction. We give you practical tips on how to influence your online reputation and show you some real live examples of companies that have successfully implemented pricing based on better reviews.*

12:30 - 13:40

### **Lunch with our Sponsors**

13:40 - 14:25

### **"Culture Eats Strategy for Breakfast" (Peter Drucker)**

Patrick Delaney

*What primary industry problem or opportunity will Patrick's session address? How to ensure consistency in customer service in business. The objective of Patrick's session is to make you laugh, learn and live (how to create a workplace environment where team members are motivated and deliver consistent extraordinary customer service).*

14:30 - 15:15

### **Values in practice - enhancing your reputation every day.....or not**

Alan Williams

*Values is a hot topic in the boardroom and no wonder. In our super connected world, there is ever increasing transparency and the truth gets out....fast. Organisations are no longer what they say they are but, instead, what other stakeholders say they are. We have seen an evolution from a focus on products through service and in the last 20 years the phrase "Experience Economy" has been coined. But are we now entering a new paradigm where an "experience" is not enough and customers (and other stakeholders) want to engage with brands at a deeper, more emotional level? And how important is the role of customer facing employees in this "Values Economy"? In this interactive talk, Alan Williams will explore what values are, why they are more important now than ever before and provide an insight into a very practical approach to release the power of organisational values .....every day. What questions does this pose for the world of hospitality and events?*

15:15 - 15:45

### **Tea with our Sponsors**

15:45 - 16:15

### **HBAA Call to Action**

Jacqui Kavanagh

Juliet Price

*Update on your association's forward activities, and how you can get involved.*

16:15

### **Departure**