

2020 VISION WHAT'S NEW IN MARKETING?

YOU'RE INVITED TO THE HOTEL MARKETING EVENT OF THE YEAR!



CHECK OUT LATEST
PROGRAMME AND
SPEAKERS INSIDE AND AT
WWW.HOTELMARKETING.ORG.UK

AT
THE HILTON AT ST. GEORGE'S PARK
STAFFORDSHIRE

THURSDAY 4TH JULY 2019



On Thursday 4th July the superb £100m National Football Centre near Burton-upon-Trent, Staffordshire, plays host once again to the most important day of the year for anyone involved in marketing, sales or PR in hotels.

Make your way to this fantastic national centre and get the injection of "marketing adrenalin" that you, your colleagues and your business need, to market your hotel successfully towards 2020 and beyond.

This is your chance to mix with up to 200 marketing and sales managers, General Managers and hotel owners, to learn how your marketing can improve, update yourself on the latest techniques in digital marketing, and see how your business can thrive in such a competitive marketplace!

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ONE INSPIRATIONAL DAY,

NATIONAL HOTEL MARKETING CONFERENCE 2019

THE HILTON AT ST. GEORGE'S PARK - THURSDAY 4 JULY

CONFERENCE PROGRAMME & SPEAKERS

This year, it's the 13th National Hotel Marketing Conference, and our keynote speaker is the popular Travel Editor of The Independent and TV broadcaster Simon Calder. With hundreds of great ideas for marketing your hotel or hotel group, shouldn't you be there?



9.00am
**Conference Check-in,
Coffee & Pastries**



10.00am
**Conference Welcome &
Setting the Scene**
Conference Chairman and President of the Hotel Marketing Association **Pamela Carvell**



10.05am
**Hotel Marketing Association
towards 2020**
Ed Purnell, Chair, Hotel Marketing Association & Director, Digital Services Europe, Marriott Hotels



10.10am
A Deep Dive into Guest Data
It is clear hotels today are gathering more guest data than ever, but there are still big challenges in using the data and extracting real value and strong conversion rates. With **Thomas Landen**, Director of Partnerships for Revinate



10.25am
Conference Keynote
Simon Calder, Senior Travel Editor, The Independent, and TV/radio broadcaster



10.45am
TV Gold
From the top 5-star hotels to "The Hotel Inspector" and even "4-in-a-Bed", many of our hotels have sought fame and fortune through "fly-on-the-wall" documentaries. But is it for you? A distinguished panel debates with **Simon Calder** whether you should say "yes" to the broadcasters



11.10am
Instagrammable Moments
Matt Inwood, who has worked with some of the UK's best chefs and food brands, and has trained over 1,000 people in his Instagram workshops over the last two years



11.30am
Google - Update 04-07-19
With **Ian Miller**, CEO of Crafted and one of the most respected digital marketers in the industry

11.45am
**Morning Coffee, Networking &
Marketing Avenue of Excellence**

12.15pm - 12.55pm

Marketing Seminars - First Half
INDEPENDENTS' DAY!

Choose 1 of these 3 great in-depth marketing seminars:



SEMINAR 1

**Independent Hotel fight-back:
Turn Your Lookers into Bookers!**

With **Harry Fielder**, Managing Director of Umi Digital and a former HMA Young Marketer of the Year and **Michael de Jongh**, Chief Commercial Officer, Avvio



SEMINAR 2

**Innovations in Direct Marketing
for Independent Hotels**

With **Adam Hamadache**, Managing Director of Cranleigh Boutique Hotel & DHM, and **Thomas Landen**, Director of Partnerships, Revinate



SEMINAR 3

**Put yourself at The Heart of
Your Community!**

How chain hotels, soft brands and of course independents can win through in the battle to be at the heart of their community. With **Philip Bolson**, GM of the five-star Grand Hotel & Spa in York, and **Julia Davies**, Director of the Cottage in the Wood, Malvern Hills

1.00pm

Lunch, Networking & Marketing Avenue of Excellence

2.00pm - 2.40pm

Marketing Seminars - Second Half
BE THE BEST!

Choose 1 of these 3 great in-depth marketing seminars:

SEMINAR 4

Meetings & Events Marketing



SEMINAR 5

Food & Drink Marketing

With **Brandie Deignan**, Managing Director of Black & White Hospitality and **Alison Sawyer**, Director, Dynamic Restaurant Marketing



SEMINAR 6

International Marketing

With **Joss Croft**, Chief Executive of UKinbound and **Joel Brandon-Bravo**, Vice President of Travel Solutions for Transperfect

ONE SUPERB VENUE



2.45pm - 3.25pm

Marketing Seminars – Extra Time EARN MORE REVENUE!

Choose 1 of these 3 great in-depth marketing seminars:



SEMINAR 7 Repeat Business & Loyalty Marketing

With **David Collins**, Co-Founder of Great National Hotels & Resorts

SEMINAR 8 How to Upsell and Cross-Market for higher profits



SEMINAR 9 Better Gift Voucher Marketing for Hotels, Spas & Restaurants

With **Jessica Fassler**, Marketing Manager, Sheraton Grand Hotel & Spa, Edinburgh and **Joanne Brookman**, Director, Brookfield Digital

3.30pm

Afternoon Tea and into....



3.45pm Afternoon Delight with **Peter Hancock:** Outsourcing - a gift to hoteliers and suppliers alike

Peter, Chief Executive of Pride of Britain Hotels, shares his ironic and informative view on marketing in UK hotels today

4.10pm

KPI's & ROI = C.A.S.H!

Marketing's an art - until the science kicks in. Helping you get it all together and navigate the acronyms and algorithms of results-based marketing for your hotel.

4.20pm

Final Whistle – Get Social!

4.30pm

Close of Conference & Drinks Reception in the Marketing Avenue of Excellence

from 4.30pm

Optional tours of St George's Park, the National Football Centre



AN INSPIRATIONAL VENUE, THE BEST POSSIBLE

The 2019 National Hotel Marketing Conference takes place on Thursday 4th July 2019 at the most inspirational venue possible – the £100m National Football Centre at St George's Park, near Burton-upon-Trent, Staffordshire. St George's Park is easily accessible by road, from the M1 and M6, and by train to Burton-upon-Trent station, which can be reached in just over two hours from major cities including London, Bristol, Manchester and Leeds.

WHY THE CONFERENCE IS A “MUST ATTEND” EVENT...

- A strong track record – the only marketing conference for UK hotels
- Over 200 decision-makers expected this year
- 25 inspirational speakers
- Hot topics for every business working within the hotel industry
- Great content and ideas to help you fight for more business
- Creative thinking and a truly motivational atmosphere
- 100's of marketing tips to put into practice
- Superb networking and great for teambuilding
- Full conference pack and delegate list included

HOW TO RESERVE YOUR PLACE

Book online at www.hotelmarketing.org.uk

Or just complete the booking form overleaf (remembering to keep a copy of it) and send it to the address on the booking form. We'll then send you a confirmation email and further details. Or you can scan and email the booking form.

If you have any questions relating to the National Hotel Marketing Conference, please call the Conference Office on tel. **01904 702 165 / 0770 291 2938**, or email conference@thetourismbusiness.com or sarah.welsh@mosaicevents.co.uk

BOOKING FORM

NATIONAL HOTEL MARKETING CONFERENCE 2019

THE HILTON AT ST. GEORGE'S PARK - THURSDAY 4 JULY



TICKETS

STANDARD - £245+VAT

ASSOCIATION MEMBERS - £195+VAT



Lunch, refreshments and delegate pack provided

Confirmation of your place and a VAT invoice/receipt will be issued on booking. For Credit card bookings, please telephone **01904 702 165**, or book online at **www.hotelmarketing.org.uk**

Name:	
Position:	Organisation:
Address:	
	Postcode:
Tel:	Email:

I wish to book @ **£245 each +VAT 20% (£294)**

I wish to book @ **£195 each +VAT 20% (£234)**

FREE TOURS OF ST GEORGE'S PARK (OPTIONAL) AFTER THE CONFERENCE ENDS

Guest Colleague	Position	Organisation

Please invoice me / I enclose a cheque made payable to "The Tourism Business" for the total of £

Note that all payments must be received prior to the Conference taking place.

If you need an invoice with the conference organisers' Bank Details, in order to make payment by BACS, please state this.

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Please return this form (with your payment if applicable) to: **Martin Evans, The National Hotel Marketing Conference, The Tourism Business, 9 Main Street, Stamford Bridge, York YO41 1AE**
Tel. 0770 291 2938 / 01904 702 165 conference@thetourismbusiness.com www.hotelmarketing.org.uk

Please note that cancellations must be confirmed in writing before 20th June, and will be refunded minus a £25 administration charge. After that, we regret that no refunds can be made, although substitute delegates can be accepted. The organisers reserve the right to amend the programme, venue or date should circumstances arise which are beyond their control, and are not responsible for any loss or damage as a result of such amendments.