

THE PROGRAMME



Day 1

Sunday, June 10: Get-together

at 25hours Hotel Bikini Berlin
Bikini Island Lounge

19:00-22:00

Welcome to Berlin and the HITT premiere!

Day 2

Monday, June 11: Seminar Ship

08:00-09:00

Welcome to our floating forum!

Boarding & Business Breakfast at the seminar ship

09:00 Cast off! The journey begins.

The ship will leave.



09:15-09:30 Opening Address.

Defining goals and outcomes.

Listen! Question! Interact!

By Maria Puetz-Willems, Founder & Editor-in-Chief,
hospitalityInside.com & Tim Davis, Founder & Managing
Partner, PACE Dimensions

09:30-10:00 IMPULSE 1: Feel the heartbeat

The landscape of emerging technologies & its relevance for the hotel industry. The big picture.

Which technologies will drive the company value, which ones will be the big disruptors? Perception and facts about the most confusing magic buzz words: Blockchain, AI, IoT, Robots, Voice/Face recognition... How interfaces may connect and eco systems synchronize – to avoid collision between consumer behaviour and hospitality business models.

Impulse generator: Rob High, Vice President & Chief Technology Officer, IBM Watson and Cloud Platform, New York, USA



10:00-11:00

Discussions, team work, conclusions.

11:00-11:30

Networking and Motivating Coffee at the Upper Deck.

11:30-11:50 IMPULSE 2: Identify the change

The interaction between man & machine.

Threats and benefits of a new relationship.

Impulse generator: Prof Dr Thomas Lachmann, Chair Cognitive and Developmental Psychology, Center for Cognitive Science and Dipl-Psych Jan Spilski, HCI coordinator, Center for Cognitive Science, University of Kaiserslautern, Germany



11:50 -12:30

Discussions, team work, conclusions.



12:30-13:30

**Networking & Relaxing Lunch
at the Upper Deck.**

The ship will stop on river Havel
in front of a famous landmark.

**13:30-13:50 IMPULSE 3: Understand the systems
Artificial Intelligence: The big digitalization shift
influencing the hotel business.**

Why AI, including Machine Learning and Deep Learning, will
fundamentally restructure the relationships between the indus-
try players (operator, service provider, owner/investor, brand,
retailer, media) and makes us rethink the customer journey.



Impulse generator: Prof Dr Andriew Lim, Professor of
Technopreneurship and Innovation, Hotelschool The
Hague (HTH), The Netherlands

13:50-14:30

Discussions, team work, conclusions.

**14:30-14:50 IMPULSE 4: Watching trends
The Chinese perspective. Leading emerging technologies.**

How Asia's mega market pushes digitalization in tourism
and why travellers expect the same digital world around
the globe.



Impulse generator: Prof Dr Wolfgang Arlt, Founder &
Director, COTRI China Outbound Tourism Research
Institute, Hamburg, Germany

14:50-15:00

Discussions, team work, conclusions.

15:00-15.15

**Networking & Refreshing Tea
at the Upper Deck**

And/or group work.

15:15-18:00

DISCUSSION ONLY: Feel the pulse

Focus on the industry challenges in the individual business
fields... in Hotel Development, Distribution & Marketing,
Operations, Organization (HR, Safety & Security).
A dialogue between all experts and the audience.

18:00-18:10 Summary

Today's learnings.

By Tim Davis.



18:10-18:20 The new HITT community

Shaping your future.

Let's discuss the focuses of the next HITT,
post-communication and the next networking activities
in the upcoming months.

18:20 Closing

Drop anchor!

The seminar ship is back to port.

To be followed by
Apero & BBQ at the Upper Deck.



(Programme subject to change)

The website www.hitt.world will be permanently updated.