

# The Future of Customer Centricity in the Hospitality Industry

**The journey to customer centricity in today's fast-paced world is and will not be an easy endeavor. Technology is changing consumer dynamics rapidly and it becomes more and more difficult for companies to successfully initiate long-term customer retention strategies.**

The Travel Industry Club (TIC) and HSMAI Region Europe are hosting a Hospitality Symposium at the Kempinski Hotel Frankfurt Gravenbruch looking deeper into this topic together with experts in this field. Come and hear some of the industry's top innovators, thought leaders, and marketers share their expertise and listen to some of the most successful case studies and best practises in the hospitality industry.



The symposium will be opened by a keynote from Larry Hochman about “The service for unique value – service and loyalty in the digitale age”. Larry is one of the most popular keynote speakers in the world (540 speeches in 72 countries) and a former European Business Speaker of the Year. He is one of the world's most influential advisors on building organisations that deliver an exceptional customer experience. Before beginning his speaking career Larry was a Director at the loyalty management company Air Miles. He was also a

pioneer of corporate mentoring in Europe and has been the personal mentor to many top executives.

After this, Steven van Belleghem will do a keynote on the topic “When Digital Becomes Human”. Steven is a thought leader on the transformation of customer relationships and the future of marketing. He is an expert in inspiring companies to become true customer-centric organizations in this high speed digital world. He is also the author of three bestselling books. His most recent book, *When Digital Becomes Human*, received the award of “Best Marketing Book of 2015”. Steven gave keynotes in over 30 countries around the world and knows how to thrill his audience:



*Steven’s presentation had our dealers spellbound. He gave our organization a digital wake-up call with great humor and now a new world with exciting perspectives is waiting to be discovered. □*

– Steve Vanslype, Manager Marketing & Communication Vans, Mercedes-Benz

*Steven is a regular keynote speaker at our events & every time his performance is an absolute highlight. He has a very unique & authentic style: leveraging a combination of academic depth and well-reasoned cases, he spices up his presentations with a great sense of humor.*

– Anthony Belpaire, Google □

The afternoon will be filled with two very interesting and relevant panel discussions. The first one will be discussion “The unstable world – How it will affect the travel and hospitality industry?” where current events and happenings and their influence on the hospitality industry will be discussed. The second panel will focus on “What are the current trends

and challenges? What is hot, not and up and coming?"

[All participating panelists can be found on our event-website.](#)

After this we will offer a large number of Roundtable Sessions so that participants can discuss brand new topics in small groups and exchange their ideas with excellent speakers and coworkers. Please have a look at our event-website to see what topics are covered by which speaker.

**Join us for an interactive and inspirational day!**

Thursday, 7 September, 2017, starting at 09:30 at Kempinski Hotel Frankfurt Gravenbruch, Graf-zu-Ysenburg-und-Büdingen-Platz 1, Neu-Isenburg 63263

[Sign up here!](#)

#### **Fees\***

- HSMAI/TIC Members: 199 EUR (HSMAI members: enter code **MEMBER@HSMAI**)

- Non-Members: 349 EUR

\*All prices indicated are subject to VAT.

More information as well as the full day program can be found online on our event-website her: <http://www.cvent.com/events/the-future-of-customer-centricity-in-the-hospitaliy-industry/event-summary-24a2d534cbff41a98a9b644f552e482b.aspx>

We look forward to seeing you on September 7th, 2017.

**A big thank you to our Sponsor**

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