



# AFRICA HOTEL TECHNOLOGY SUMMIT 2018

**MARCH 28TH - 29TH, 2018**  
ACCRA, GHANA

## AGENDA

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**THEME:** The future of HotelTech re-imagined

## DAY 1 - MARCH 28, 2018

**08.30 – 09.30**      **REGISTRATION & WELCOME REFRESHMEN**

**09.30 – 09.35**      **WELCOME REMARKS BY WESTLION**

**09.35 – 09.45**      **CHAIRPERSON'S OPENING REMARKS**

**09.45 – 10.00**      **KEYNOTE STARTER**

**How disruptive is HotelTech?**

For most hoteliers, innovation is considered a key factor for current and future success. Technology has intensely disrupted the hospitality industry across the globe and Africa in particular.

This insightful keynote will highlight on how these technologies has affected guessexperience, smart room, hotel entertainment and revenue management etc.

**10.00 – 11.00**      **HOTEL TECH DIALOGUE/ Q&A**

**First impressions count: Envisioning the future of guest experiences**

The hotel industry is at the edge where technology will revolutionize how guest experiences are delivered. We have seen ground-breaking technologies being implemented recently, including voice activated hotel rooms, personalized virtual concierge, robotic front desks, and proximity/positioning tech and gamification in cruise ship settings.

The traditional way of service delivery will soon be superseded.

- What can we expect as the new norms of guest experiences, from pre-booking to arrival, from stay to post-stay?
- What should hotels look into revamping, in terms of processes, space allocation and organization structure?
- How should hotels prepare for this impending revolution?

**11.00 – 11.20**

**TECH TALK 1**

**Your guests & your social media: How to enhance social media coverage to communicate with guests**

- Harnessing traditional social media platforms such as Facebook, Twitter and Instagram to maximize guest engagement.
- Searching for social media management platforms to save you time when liaising with guests
- Developing solutions with integrated AI for social media management tools

**11.20 – 11.50**

**NETWORKING COFFEE BREAK & ONE-TO-ONE MEETINGS**

**11.50 – 12.50**

**TALK SHOW 1**

**How to become a 100% Cloud Hotel**

Software as a Service (SaaS) technology has revolutionized the way organizations use computer applications. When critical business systems move to the cloud, employees become more flexible and mobile in their service delivery methods.

The region's hospitality industry must now move beyond reactive services by providing real-time delivery, and a personalized guest experience. Discover the benefits of moving data to the cloud, and become educated on associated security considerations.

**12.50 – 13.10**

**TECH TALK 2**

**How is technology redefining the future of hospitality?**

**13.10 – 14.25**

**NETWORKING LUNCH BREAK**

**14.25 – 15.00**

**BREAKOUT: INNOVATIVE & INTERACTIVE WORKSHOPS**

**STREAM A**

**Hotel tech for revenue distribution and management**

Technology has a lot to offer in distribution and revenue management. In the digital business world, where the best technology today will soon be outdated, many organizations are hesitant to jump on the "tech train."

During this discussion, experts will explore some of the leading technologies and techniques supporting hotel distribution and revenue management systems. Find out which technology innovations are complementing the revenue generation

## **STREAM B**

### **Creating a unified hotel ecosystem**

Not only does digital technology provide us with the opportunity to deliver the better guest experience, it enables us to do so in an efficient, data-driven and automated way. However, current technology has not revolutionized the hospitality industry yet.

We are still waiting for one solution capable of connecting the front and back-end office operations in a modular, open API and integrated way. The entire communication process between the guest and your staff members is yet to be optimized.

## **STREAM C**

### **Project management: technology implementation in your hotel**

Implementing new technologies has a different set of challenges compared to any other project hotelier's face. With new technology brings opportunity for errors if a hotelier is not well prepared and/or provided with adequate support.

This group will explore on the innovative ways of implementing new technology system.

## **STREAM D**

### **M&A in the hospitality industry**

This stream will lead discussions on the M&A trends and private equity deals happening across the continent's hospitality industry.

**15.00 – 16.05**

### **HOTEL CIO/CTO PANEL**

#### **Defying the odds: Overcoming Challenges in Hotel Technologies in the Near Future**

This panel of IT heads from the hotel industry will discuss various challenges they face and the solution to overcome them. The topics they will touch on include:

- data security
- cloud migrations
- staffing
- owner relationships

**16.05 – 16.25**

### **HOSPITALITY TALK**

#### **Limitless opportunities? – Understanding Africa's hospitality investment landscape**

**16.25 – 17.15**

### **TALK SHOW 2**

#### **How do you get ready for the Next Gen guests?**

Hot topics covered in this session include:

- Where is TV headed?

- Successfully Implementing Voice-Activation Technology to Revolutionize Guest Experiences
- Leveraging Augmented Reality, Virtual Reality and Artificial Intelligence for Increased Guest Loyalty

**19.00 – 21.00**      **AFRICA SMART HOTEL AWARDS & DINNER NIGHT**

**19.00 – 19.05**      **OPENING ADDRESS BY AWARDS CHAIRPERSON**

**19.05 – 19.15**      **KEYNOTE ADDRESS**  
**The future of smart hotels**

**19.15 – 20.00**      **PRESENTATION OF AWARDS**

**20.00 – 21.00**      **NETWORKING DINNER**

## DAY 2 – MARCH 29, 2018

**08.00 – 09.30**      **REGISTRATION & WELCOME REFRESHMENT**

**09.30 – 09.35**      **CHAIRPERSON'S OPENING REMARKS**

**09.35 – 09.55**      **TECH TALK**

**Blockchain & hospitality: earning customer loyalty block-by-block**

Blockchain-based loyalty programs are able to reduce system management costs with smart contracts that store secure and transparent transactions. Hospitality loyalty programs are very complex, and are in multi-currency, making them different from retailers or banks.

Blockchain allows the process to be simplified, and customer experience to be improved significantly. These hospitality loyalty platforms can disrupt the whole industry by through real-time experiences

This session will cover the basics of blockchain technology at a strategic level, with guidance on key variations and the applications.

**09.55 – 11.00**      **HOTEL TECH DIALOGUE/ Q&A**

**Smart rooms: making room for technology**

In the past clean bed linen was enough to keep a hotel guest satisfied, the gym and spa were considered as luxury amenities, but not anymore. Luxury has a new standard when it comes to tech savvy guest who compares prices, check reviews, and book online and anytime.

Other lifestyle changes have also started to demand a new level of service. Hotel rooms need to be equipped with high-tech features and devices, hotel rooms will define the way guests enjoy their stay.

**11.00 – 11:35**      **NETWORKING COFFEE BREAK & ONE-TO-ONE MEETINGS**

**11.35 – 11:55**      **HOSPITALITY TALK**

**Attaining optimal performance through people and technologies**

How using proper tools in coaching teams can be the difference between success and failure. Illustrate how to use innovations successfully rather simply innovating for the sake of it.

**11.55 – 12:40**      **HOTEL TECH START-UP PANEL**

**Boosting profitability through technology**

The prevalence of web-based booking platforms and discounting sites has put significant pressure on hotel managers to optimize their yields through channel management and promotions. These platforms have opened up new opportunities for hotels to derive new revenue sources with smaller footprints.

However, service consistency, quality management and cost control continue to plague the industry. This panel will discuss ways to excel and their personal views on the technological advancements that are changing the competitive landscape.

**12.40 – 13.40**

#### **TALK SHOW**

##### **Bandwidth (4G/5G) and its Impact on the hotel industry**

The world is moving fast with technological advances, and powerful brands and industries are experiencing the impact of resistance to change.

Today, only futuristic and adaptive hotel brands will spot these growth opportunities and take action before they become challenges.

This talk show will discuss how it is crucial for hoteliers to step up their technological game and embrace technologies such as high-speed internet access.

**13.40 – 14.40**

#### **NETWORKING LUNCH BREAK & CLOSE OF DAY**

THANK YOU

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