



FUTURE OF HOSPITALITY SUMMIT

EXPLORING NEW FRONTIERS IN HOSPITALITY

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© Les Roches International
School of Hotel Management (Bluche, Switzerland)

The Summiters

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01 PART ONE

Introducing
FHS





The Future of Hospitality Summit (FHS) is the world's only student initiated conference that will focus on the new innovation and technology happenings in the hospitality industry.

It will take place at one of the top three hospitality schools in the world, namely Les Roches International School of Hotel Management. FHS is powered by Startup Mountain, which is the campus' sole entrepreneurship club.



Purpose

The hospitality industry is one of the fastest growing industries in the world. This immense development has created new opportunities for companies to innovate and revolutionize hospitality as we know it today. As a result, it has become difficult for those in the industry to keep up with these changes.

Through exposure to new and upcoming trends, along with networking with industry leaders, attendees will leave **FHS** with a renewed outlook at the future.

Target Audience

Students from various hospitality schools, and professionals from the industry will be invited to attend **FHS**.

All interested attendees will be screened via a standardised process to select the most eligible candidates.

Media Strength

FHS will be advertised on websites, such as the Les Roches International School of Hotel Management's official blog and website. Additionally, attendees will be targeted via various popular social media platforms, such as Instagram, Facebook, Twitter and LinkedIn. These platforms will be used to portray the main happenings of the summit in the form of photos and videos.

FHS is also aiming to acquire publicity from magazines, and regional newspapers.

02 PART TWO

Summit Schedule



FHS will be structured around presentations and workshops by companies who are either involved or looking to be involved in innovation frontiers of the hospitality industry.

The official schedule of FHS will be as follows:

	FRIDAY	SATURDAY	SUNDAY
08:00- 09:30		BREAKFAST	CHECK OUT
09.30- 10.30		PRESENTATION	CHECK OUT
10.45- 11.45		WORKSHOP	
11.45- 13.00		LUNCH	
13.00- 14.00		PRESENTATION	
14.15- 15.15	CHECK-IN	WORKSHOP	
16.00- 17.00		PRESENTATION	
17.15- 18.15	OPEN HOUSE TAKEN	WORKSHOP	
18.30- 19.30	COCKTAIL & DINNER	CLOSING KEYNOTE	
19.30 - 21.30	NETWORKING EVENT	DINNER	
22:00- Onwards		AFTER PARTY	

Furthermore, FHS would like to involve an additional group of organizations in the form of sponsors. Please refer to ‘Sponsorship Package’ (part five of this document) for further information.

If you would like to be involved in either one, or a combination of the aforementioned areas, please contact Devina Singh at devina@fhsummit.ch

03 PART THREE

Presentations





Presentations will be attended by all summit attendees. Presenters are encouraged to use visuals during their sessions.

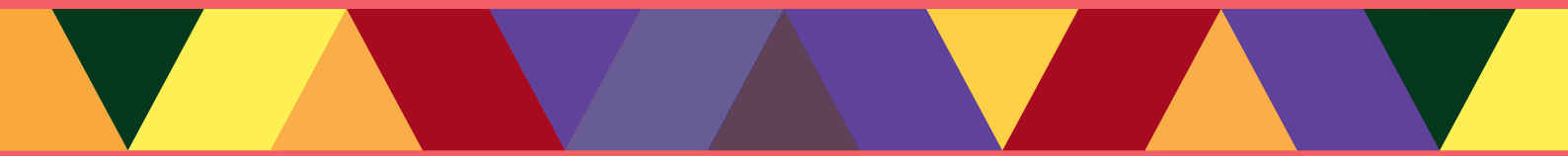
Presentations are to be capped at 40 minutes, followed by a Q&A session from audience members.

Company presenters are preferred to be at a senior level.

Sponsors purchasing the 'Presidential Package' will also have the option of being a presenter.

04 PART FOUR

Workshops





Upon registration, each FHS attendee will select a list of workshops they want to attend. Each FHS attendee will be registered for a total of three workshops.

Each workshop will host approximately 20 participants, but this is subject to change due to demand.

Workshop content is encouraged to be based around the FHS theme, which is innovation and technology in hospitality.

Content is recommended to be based around the lessons acquired by the host company over time.

Workshops that involve a higher level of interactivity with attendees, are deemed to be more popular. Companies may choose to create mini competitions so as to achieve this.

05 PART FIVE

Sponsorship





Sponsors will be situated in the main foyer, which is the summit's central meeting point. Attendees will congregate here during break times, thus providing opportunity to directly interact with company representatives at sponsor stalls.

Please refer to the three sponsorship packages offered by **FHS**, namely: Deluxe, Suite, and Presidential. Each package offers different benefits for participating companies.

We invite you to take advantage of this unique event by becoming a **FHS** sponsor. Aligning with the summit will increase your company's visibility through the products and services you choose to display.

Sponsors will be able to gain a competitive advance by expanding their network by meeting other companies, as well as participants.

With your partnership, we will be keeping innovation in hospitality alive.

Interested companies should contact Devina Singh at devina@fhsummit.ch

Sponsorship Packages

BENEFITS	DELUXE	SUITE	PRESIDENTIAL
COMPANY PROMOTIONAL TOOLS INCLUDED IN THE WELCOME BAG	✓	✓	✓
LOGO ON FHS' OFFICIAL WEBSITE	✓	✓	✓
COMPANY LOGO ADVERTISED ON BANNERS IN MAIN AREAS	✓	✓	✓
SOCIAL MEDIA EXPOSURE & MARKETING EMAILS	✓	✓	✓
STALL SPACE ON MAIN FOYER	✓	✓	✓
NETWORKING OPPORTUNITY WITH STUDENTS		✓	✓
SPONSOR VIDEO		✓	✓
PREFERENTIAL STALL SPACE PLACEMENT			✓
GUARANTEED PRESENTATION OPPORTUNITY			✓
NAMING PATRONAGE			✓

For more information on each of the packages, please refer to the "Sponsorship Packages" document that was attached to your email.

Thank you for your time, and we hope to work with you soon.

Best regards,

The FHS Summiteers