

HOSPITALITY TOMORROW

VIRTUAL CONFERENCE EPISODE 2

12 MAY 2020

ONE
INDUSTRY
ONE
COMMUNITY
ONE
TOMORROW

LIVE SESSIONS / NETWORKING / EXPO

hospitalitytomorrow.com

FOLLOW THE SUN

FROM ASIA TO AMERICA

bench
digital

VIRTUALLY GLOBAL

HOSPITALITY
TOMORROW



JONATHAN WORSLEY

Chairman & Founder, **BENCH EVENTS**



ANITA MENDIRATTA

Special Advisor to Secretary General

UNWTO

WELCOME TO EPISODE 2

The first edition of Hospitality Tomorrow on 7 April 2020 attracted 5,343 hospitality decision-makers from 128 countries around the world. A truly virtual event, we are back for Episode 2 of Hospitality Tomorrow, or what we like to call '**HT2**', where we will follow the sun around the globe with a focus on China, India, the Middle East, Europe and ending with North America.

Why are we doing this? Because one thousand of our attendees responded to our survey and said: 'let's do it again' as we need to continue the conversation to assess the changes in our world and people - operationally, financially, and psychologically. Where, when and how signs of recovery can be anticipated and the role of Travel & Tourism in accelerating momentum for recovery.

It is crucial that we rebuild confidence in the global community. Now is the time to continue the conversation - make those critical connections that you need to build the right understanding, relationships, unity and actionable ways to support one another now for a stronger response - as one industry, one community for one tomorrow.

We start with Asia from 07:00 (BST - London) on Tuesday, May 12, 2020 from the safety of your own home or office. See you there!

WHY FOLLOW THE SUN?

HOSPITALITY
TOMORROW

JOURNEY ACROSS 5 KEY TIMEZONES

The 10-hour long HT2 programme has been carefully designed to put international thought leaders in front of attendees joining us from across the world. Let's chase the sun from the East most markets of the planet, all the way to West of the Atlantic!

06:00 GMT to 16:00 GMT 12 MAY

Programme sessions with a focus on:

- China 06:00 GMT
- India 09:30 GMT
- Middle East 10:00 GMT
- Europe 12:00 GMT
- North America 14:00 GMT

WHAT TO EXPECT

HOSPITALITY TOMORROW

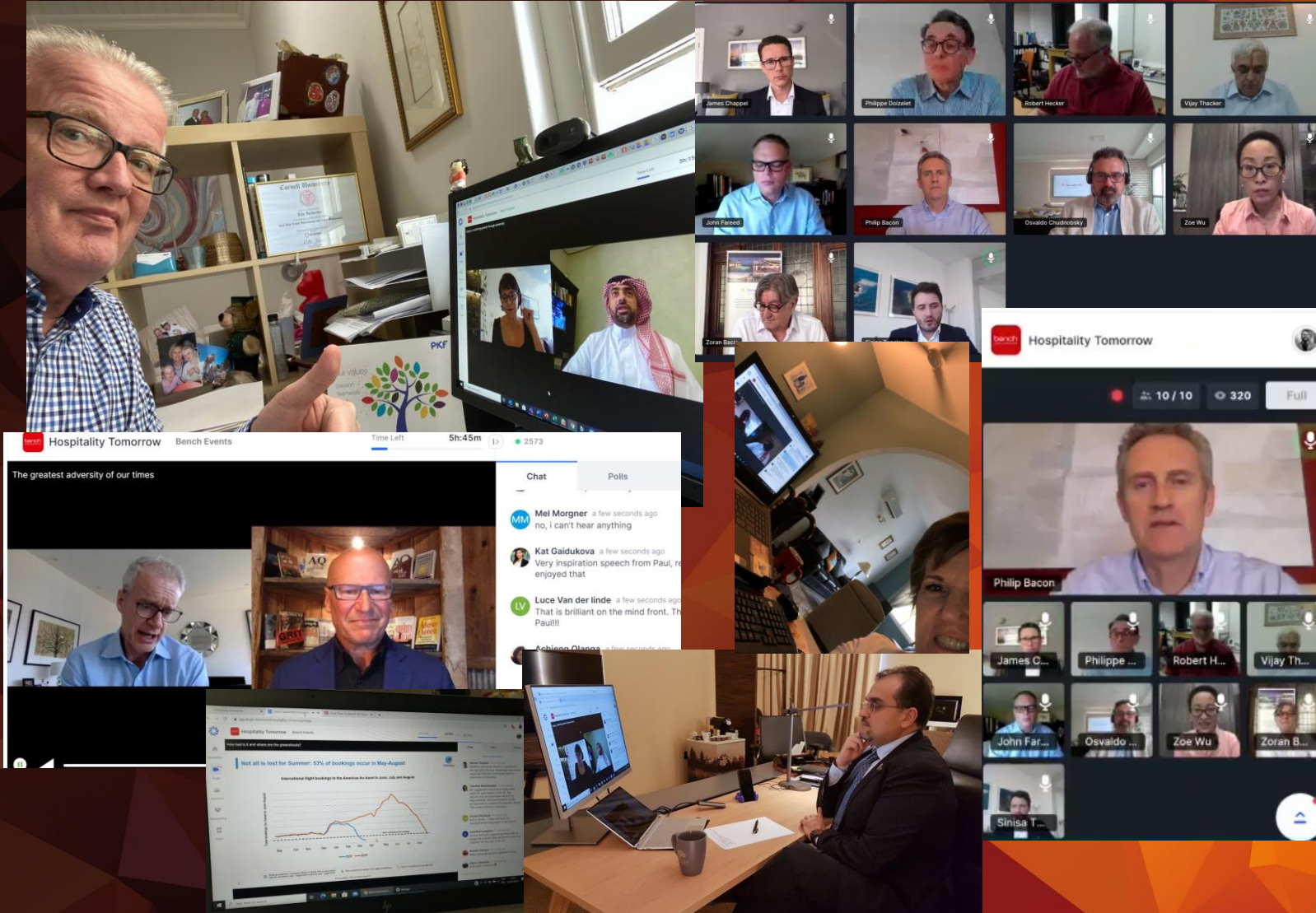
AN IMMERSIVE CONFERENCE EXPERIENCE

Join thousands of global hospitality industry leaders from your home or office for a virtual conference experience unlike you've ever attended before.

Gain 9 hours of interactive, essential industry insights delivered by our stellar lineup of global speakers.

Live face-to-face networking just like our speed networking sessions.

Virtual exhibition and roundtables hosted by our sponsors where you can discuss your most pressing business needs.



SPEAKERS SELECTON FROM EPISODE 1

HOSPITALITY TOMORROW



**Hon Minister
Najib Balala**
Cabinet Secretary,
Ministry of Tourism
& Wildlife, Kenya



Roger Bootle
Chairman,
Capital Economics



Puneet Chhatwal
CEO & MD,
Indian Hotels
Company Limited



Roger Dow
President & CEO
U.S. Travel
Association



Anita Mendiratta
Special Advisor
to the Secretary
General UNWTO



Stephen Sackur
Presenter
HARDTalk



Dr. Paul G. Stoltz
Founder & CEO,
Peak Learning and
author of Adversity
Quotient



Amr AlMadani
CEO
Royal Commission
for AIUla



Dirk Bakker
CEO Netherlands,
& Head of EMEA
Hotels
Colliers
International



Paul Gardiner
CEO
Mantis
Collection



Alistair Gosling
CEO
Extreme Group &
Extreme Hotels



Peter Greenberg
Travel Editor
CBS News

**“Well done...
Very well organised
and well thought...
From first IHIF in
Berlin to first virtual
conference...”**

Ayhan Yeginsu
President
Leisure Development Consultants

**“Fantastic
conference! Great
insights shared,
fabulous panelists
with diverse
experience and
points of view!”**

Louise Bang
Regional Vice President, Sales +
Distribution - Caribbean + Latin
America
Marriott International

**“Congratulations to
the entire team that
put together this
amazing event. Best
of Luck and do
organise more of such
inspiring events”**

Moh Belkhodja
Director - Investments & Special
Projects
Ras Al Khaimah Tourism Development
Authority

**“Thank you for this
unprecedented
conference. Hope
more will come in the
future to get closer
to people in the
industry”**

Salim Mikram
Head of Business Development
SMIT - Moroccan Agency for Tourism
Development

**“Thank you for
putting together such
an amazing event,
well needed for the
industry in such
unprecedented and
disruptive times”**

Gergana Halatcheva
Senior Vice President
GHS Global Hospitality

**“Today’s event was
great! I feel that one
can look at this like
an addition, rather
than a replacement
of past formats”**

Nils Heckscher
Director, Head of Africa
PKF hotelexperts GmbH

**“While I’ll always
prefer the in-person
connection, I found
this format, and the
ability to ‘break out’
to be exceptionally
intuitive and easy to
participate”**

Derek Hydon
President
MaCher

**“I must say that I
was pleasantly
surprised with the
quality of the
event. Well done
and keep up”**

Pierre Etienne de Montgrand
Head of Asset Management
KASADA Capital Management

**“Thank you for
organising such an
innovative, timely
event and for making
it as accessible as
possible”**

Tom Mullion
Restaurant Owner
Kitty Fisher’s

**“Thank you for
making a huge
difference and
bringing something
together many would
deem impossible. It
seems nothing is at
Bench!”**

David Singleton
Partner
Socius Group

ATTENDEE FEEDBACK

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88%

of were either “very satisfied” or “satisfied”
with the conference

92%

of the people attended the conference
to gain new market insights

95%

said they are “very likely” or “likely” to attend
the next edition of Hospitality Tomorrow

86%

of the people rated the content as
“Excellent” or “Good”

DIGITAL MARKETING

128

countries
reached

986

people on LinkedIn posted
about them attending
#HospitalityTomorrow on
LinkedIn

20,682

website visits
HospitalityTomorrow.com
in just 10 days

124,592

pageviews of
the conference

1.92 Million


impressions on
LinkedIn and Twitter

USING OUR NATIVE INFLUENCE

Jonathan Worsley • 1st
Chairman & Founder, Bench Events
2w • 🌐

Our industry is on its knees. We are struggling as I know you are. Our hearts are with those that have lost their jobs and concerned about their future. Our goal for the last 25 years has been focused on bringing the hospitality industry together. We now continue this journey with the launch of <https://lnkd.in/d6nsHQN> - our free to attend digital conference on 7 April. Together we will be stronger as one industry, one community for one tomorrow.

#HospitalityTomorrow #CreatingImpact



HOSPITALITY TOMORROW
VIRTUAL CONFERENCE
9:45AM - 4:30PM (BST)
7 APRIL 2020
hospitalitytomorrow.com

JOIN US As We Rise To This Challenge Together

Bench Events is a firm of business with the most dedicated team members I am privileged to know. Our industry is on its knees and we are struggling as I know you are. Our hearts are with those who've lost their jobs and are concerned about their future. Our goal for the last 25 years has been focused on bringing the hospitality industry together. We now continue this journey with the launch of <https://lnkd.in/d6nsHQN> - our free to attend digital conference on 7 April. Together we will be stronger as one industry, one community for one tomorrow.

While the world works through stages of virus contact, contagion, containment and control, nothing is certain. Nothing, aside from that our world will never be the same again. Even before recovery can be ventured into, we must come together to identify:

- Changes in our world and practice - operational, financial, and psychologically
- Where, when and how a sign of recovery can be anticipated
- The role of travel & tourism in accelerating momentum for recovery

Hospitality Tomorrow, powered by Reach Digital, is an industry initiative where we will mobilise our international network and unite industry leaders to discuss how we deal with the economic turbulence caused by the COVID-19 outbreak. Our aim is to support our community through 17th practice by creating a platform that provides knowledge, allows for sharing of information and connects our industry.

It is crucial that we rebuild confidence in the global community. Now is the time to start the conversation - make those of local conviction to be in relation to us, likely and actionable ways to support one another for a stronger resilience - as one industry, one community, one tomorrow.

Our programme, which is complimentary to attend, features more than **50 industry leaders** coming together from around the world virtually, including:

- RABI STEIGER, leading expert and consultant on resilience and creator of the Adversity Quotient
- ROGER BOOTLE, Founder and Chairman of Capital Economics
- ROGER DOW, President & CEO, U.S. Travel Association
- JOHN MASTERS NAJIB BALALA, Kenya's Cabinet Secretary for Tourism and Wildlife
- GAVIN TOLLMAN, CEO & President, TripAdvisor
- PUNEET CHHATWAL, CEO & MD, India Hotels Company Limited

I am grateful for the support of **Stephen Sackur**, presenter of **HR&Dtalk**, who has agreed to give his time to moderate the conference and to **Anita Mendiratta**, Special Advisor to Secretary General, UNWTO - who has been working tirelessly with our team to make Hospitality Tomorrow a reality.

Counting on the challenge may seem, we are one industry, one community and one tomorrow and we will rise to this challenge.

Jonathan Worsley

JONATHAN WORSLEY
Chairman & Founder - Bench Events
jonath@benchevents.com | www.benchevents.com

P.S. We are accepting donations to a social Covid-19 charity fund that supports some of those in our livelihoods and households are being impacted the most within the hospitality sector.


214 • 56 Comments

Reach: 22,404

Jonathan Worsley • 1st
Chairman & Founder, Bench Events
2w • 🌐

My speaker line-up is getting stronger by the day for #HospitalityTomorrow on 7th April as shown on <https://lnkd.in/dtq2T9C>. I'm humbled by having my friends, mentors, industry peers joining us as we battle together for one tomorrow. A big thank you to **ANITA MENDIRATTA** for her inspiration and always showing that smile of encouragement. And sending love to all of you joining us. **Puneet Chhatwal, Philip Bacon, MRICS, FCA, Dirk Bakker, René Beil, James Chappell, Tea Ros, Philippe Bijaoui, Alistair Gosling, البستار فوزنج, Robert Hecker Ben Martin, Haitham Mattar, Shannon Stowell Robin Rossmann, Nick van Marken, Zoran Basic, David Harper FRICS, John Fareed MSc CHME ISHC, Alan Benjamin, Osvaldo M. Chudnobsky Cohen, Peter Joehnk, Madhu Rajesh, Gert Noordzy, MBA, Siniša Topalović, ISHC, Paul Gardiner** and my key note speakers **Roger Bootle, Najib Balala, Roger Dow, Stephen Sackur, Dr. Paul G. Stoltz** and **Gavin Tollman**.

#Oneindustry #OneCommunity #OneTomorrow



HOSPITALITY TOMORROW
VIRTUAL CONFERENCE
9:45AM - 4:30PM (BST)
7 APRIL 2020
hospitalitytomorrow.com

LIVE SESSIONS & NETWORKING

FREE REGISTRATION for hospitality professionals.
hospitalitytomorrow.com

117 • 26 Comments


Reach: 5,215

Jonathan Worsley • 1st
Chairman & Founder, Bench Events
1w • 🌐

ANITA MENDIRATTA, Najib Balala, Roger Dow and I are meeting today to discuss their session at #HospitalityTomorrow on 7th April. So pleased to have their insight on what they are doing to prepare for recovery. The #UNWTO is forecasting that international tourist arrivals will drop by 20% to 30% this year, costing between \$300bn and \$450bn. However, with airline fleets now grounded in many parts of the world, domestic tourism has to be our focus. I look forward to learning more on 7th April.

Register now for Hospitality Tomorrow on <https://lnkd.in/dtq2T9C> - 1,500 others have!

#shiftingtodigital #benchevents



CREATING GLOBAL COALITIONS
READYING FOR RECOVERY

HOSPITALITY TOMORROW
VIRTUAL CONFERENCE 7 APR 2020
LIVE SESSIONS & NETWORKING
hospitalitytomorrow.com

In conversation with:

- HON. NAJIB BALALA**
Cabinet Secretary
MINISTRY OF TOURISM & WILDLIFE, KENYA
- ANITA MENDIRATTA**
Special Advisor to Secretary General
UNWTO
- ROGER DOW**
President & CEO
U.S. TRAVEL ASSOCIATION

64

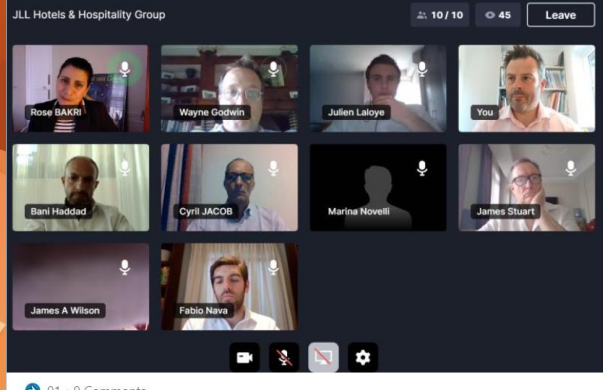
Reach: 6,771

Matthew Wehs • 1st
Managing Director at Bench Events
5d • 🌐

Well done **Wayne Godwin** and **Julien Laloye** from **JLL Africa** for taking the initiative with organising a discussion at their stand on how Africa is responding to the Covid-19 situation #hospitalitytomorrow

Thank you to **Bani Haddad, Rose BAKRI, Fabio Nava, Cyril JACOB, James Stuart** for your input and support of AHIF - Africa Hotel Investment Forum.

#hotelinvestment #hospitality #ahif #hotels #globaltravel #tourism #miceindustry #hospitalityindustry



JLL Hotels & Hospitality Group
10 / 10
45
Leave

91 • 9 Comments

Reach: 6,713

PR COVERAGE

4.4 million reach
100+ stories

Articles published in 22 countries
and 3 different languages

msn.com/en-ca/lifestyle/travel/news/travel-industry-insiders-teleconference-scheduled-to-discuss-coronavirus/ar-BB11HAVH

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© Urupong / iStock / Getty Images Plus closeup on person using laptop

Conference and forum organizer Bench Events announced it would host an interactive online meeting between travel industry leaders to discuss the [impact of the coronavirus](#) and how to rebuild once the outbreak is contained.

Taking place virtually on April 7th, registration for the Hospitality Tomorrow event is free of charge for all participants, but donations made will be sent to employees in the industry impacted by the closures forced by the pandemic.

The online conference will include a long line of marquee speakers from around the industry, including U.S. Travel Association CEO Roger Dow, Kenyan Cabinet Secretary for Tourism Hon. Minister Najib Balala, Capital Economics Chairman Roger Bootle and more.

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Home Travel, Tourism & Hospitality Story

Digital conference to unite hospitality sector

LONDON, 18 days ago

Bench Event, the leading organiser of conferences and forums for the hotel, aviation and restaurant sector, is organising a digital conference to bring together industry leaders to discuss the unprecedented economic circumstances caused by the COVID-19 outbreak and what the industry can do collectively to rebuild confidence.



The virtual conference will take place on April 7 from 10.00-16.00 BST and registration is free of charge for all participants; although an optional donation is requested to selected charities helping out those in the hospitality industry suffering from

hoteliereast.com/business/116773-more-than-3000-register-for-virtual-hospitality-summit

TELIER Operations Business Events Suppliers Power List Hoteller India

RELATED

Events to use digital live event

Events gauges industry reaction to flu

next day delivery launched in

Less than two weeks after it was announced, **Bench Events'** virtual summit Hospitality Tomorrow has seen 3,000 professionals register for the event. Taking place on April 7, the online summit has been arranged as a platform to discuss the impact of **COVID-19** on the industry.

Bench Events chairman & founder Jonathan Worsley explained: "In difficult times, people have a burning desire to come together to figure out how to address the situation. As that is not possible in person, in just a couple of weeks, we have created the opportunity in cyberspace. I am excited to see thousands of industry leaders from around the world signing up to attend."

Topics on the agenda will cover: the economics of coronavirus, how to survive the greatest adversity of our time, the nine essential leadership behaviours needed in a crisis, the outlook to recovery, how to capitalise on the upturn when it comes and the new post-COVID reality.

Did you like this story?
[Click here for more](#)

tapisrouge.com.br/vci-participa-de-conferencia-mundial-sobre-solucoes-para-turismo-apos-covid-19/

FOTOS NOTAS PÁGINAS VERMELHAS AUTOS IMÓVEIS TURISMO AGENDA VÍDEOS CONTATO

VCI participa de conferência mundial sobre soluções para turismo após Covid-19

7 de abril de 2020

Acontecerá em Londres, nesta terça-feira (7), a Hospitality Tomorrow, uma das mais importantes conferências mundiais voltada à indústria da hospitalidade. O encontro agora irá utilizar os recursos da tecnologia para uma conferência virtual.

Samuel Siclierolli, presidente da VCI S.A., empresa responsável em trazer marcas premium internacionais para o modelo de multipropriedade hoteleira ao Brasil, participa do evento que busca apoiar e buscar novas práticas para reativar o setor hoteleiro durante a pandemia do novo coronavírus.

De acordo com a OMT (Organização Mundial do Turismo), o setor emprega 105 milhões de pessoas no mundo e gira algo como US\$ 7 trilhões – cerca de 10% do PIB Mundial.

"O mercado do turismo é um dos primeiros a sofrer os impactos causados pelo Coronavírus, com o fechamento de fronteiras, o cancelamento dos bilhetes aéreos, hospedagens e demais serviços dos mais de 50 setores de atividade impactados pelo Turismo. Precisamos tomar algumas medidas para a sobrevivência das empresas do setor de forma rápida.", reforçou Samuel.

Com apoio da Bench Events, a conferência vai reunir mais de 50 líderes mundiais da indústria do Turismo, entre eles: Roger Bootle (Presidente da Capital Economics), Puneet Chhatwal (CEO da Indian Hotels Company Limited), Osvald Chudnosky (Managing Partner Horwath HTL Brasil), Roger Dow (Presidente e CEO da Associação de Viagens dos EUA), Anita Mendiratta (Assessora

Conferencias digitales unirán al sector turístico ante el Coronavirus

26 de Marzo de 2020 4:03pm Redacción Caribbean News Digital TURISMO

50+ SPEAKERS

HOSPITALITY TOMORROW

BY POPULAR DEMAND

ROGER BOOTLE
Chairman of Capital Economics

DIRK BAKKER
CEO, Netherlands & Head of Hotels, EMEA

ANITA MENDIRATTA
Special Advisor to Secretary General

PUNEET CHHATWAL
CEO & MD
INDIAN HOTELS COMPANY

STEPHEN SACKUR
Bench Events' president and conference chair of two former editions of the Arabian Hotel Investment Conference will ask the questions the industry wants addressed the most!

PAUL GARDNER
CEO

ALISTAIR FOULSHING
Founder & CEO

MANTIS COLLECTION

EXTREME GROUP & EXTREME HOTELS

INTER TOUR PART

Bench Events, el principal organizador de conferencias y foros para el sector de hoteles, aviación y restaurantes, está organizando una experiencia completa de conferencias en vivo en Internet para reunir a líderes de la industria.

Discutirán las circunstancias económicas sin precedentes causadas por el brote de COVID-19 y lo que la industria puede hacer colectivamente para reconstruir la confianza.

La conferencia virtual se llevará a cabo el 7 de abril y la inscripción es gratuita para todos los participantes; aunque se solicita una donación opcional a organizaciones benéficas seleccionadas que ayudan a aquellos en la industria hotelera.

THANK YOU TO OUR 2020 EVENTS' SPONSORS



SUPPORTING PARTNERS



HOW IT WORKS

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CONNECT

Get comfortable, grab a tea or coffee, and join the conference live using your registered credentials.

It's just like attending a conference! There's an online reception desk, organisers to assist you with anything you need, a conference stage featuring an unmissable speaker programme, a networking area, and exhibition stands featuring some of the world's top hospitality brands!

hospitalitytomorrow.com

HOW IT WORKS


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PROGRAMME

Our hardworking team at Bench Events has curated an unmissable programme for the global hospitality industry.

The programme sessions are live and you even join the discussion while your favourite speakers are delivering their sessions.

LIVE Structuring your Business for success



Discuss with your peers

Event Live Chat

- Hi Everyone, how are you?
- Jane Gong** 6:24 Really great to be here! Cannot wait for the networking session!
- Johnny Boufarhat** 6:25 Me too!
- Johnny Boufarhat** 6:25
- Marie Taginat** 6:26 The conference has been so interesting thus far!
- Marie Taginat** 6:27 Anybody know the name of the speaker?
- Jane Gong** 6:27 Agreed! Interesting that Lawrence mentioned growth hacking through social media during the webinar
- Jane Gong** 6:27 Keen to try it with my startup
- Richard Terreine** 6:29 Anyone in the networking room?
- Amy Wietz** 6:32 Not yet! Just came into the event, hope I didn't miss too much!
- Amy Wietz** 6:32 Is everyone in the networking room now?

Say something nice...
Press enter to send your message.

hospitalitytomorrow.com

HOW IT WORKS

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NETWORKING

Enter the networking area and our system matches you with another hospitality decision maker attending Hospitality Tomorrow 2020 in the room for a quick video call.

You may 'exchange business cards' by clicking on the connect button.

The screenshot shows a virtual meeting interface. At the top, there is a dark navigation bar with the text "Find your next co-founder", "166 People Online", "Any Issues or Questions?", and "Contact Support". The main area features a video call with a woman smiling. A yellow callout bubble above her says "3-minute virtual card exchange meetings". A yellow callout bubble below her says "If you both mutually click 'connect' then you will exchange details after the event." At the bottom of the video call, there are two buttons: a green "Connect" button with a person icon and a grey "End" button with a close icon. To the right of the video call is a white profile card for "Jane, from London". The card includes a timer "0:32s", a bio "A socially conscious geek passionate about story telling", and a note "More than 1000km distance between you." with a "report this meeting" link. At the bottom of the profile card, there is a "Leave Meetings Ar" button and a blue speech bubble icon. The background of the interface is a brick wall.

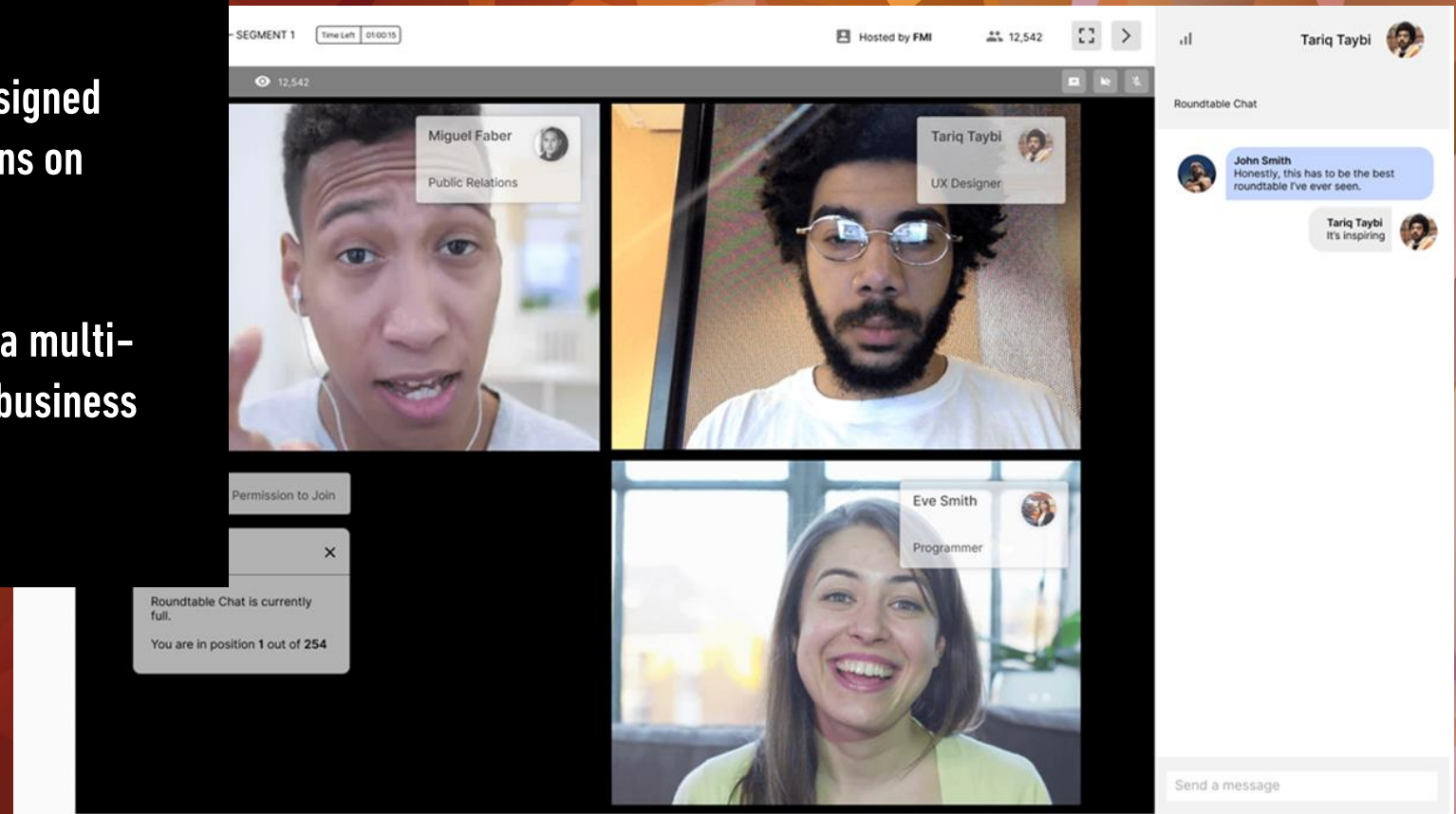
HOW IT WORKS

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ROUNDTABLES

Sponsor-led roundtables are exclusively designed for more focused interactions and discussions on specific industry topics.

Here, a select number of attendees can join a multi-screen live video conversation to exchange business ideas and industry knowledge.

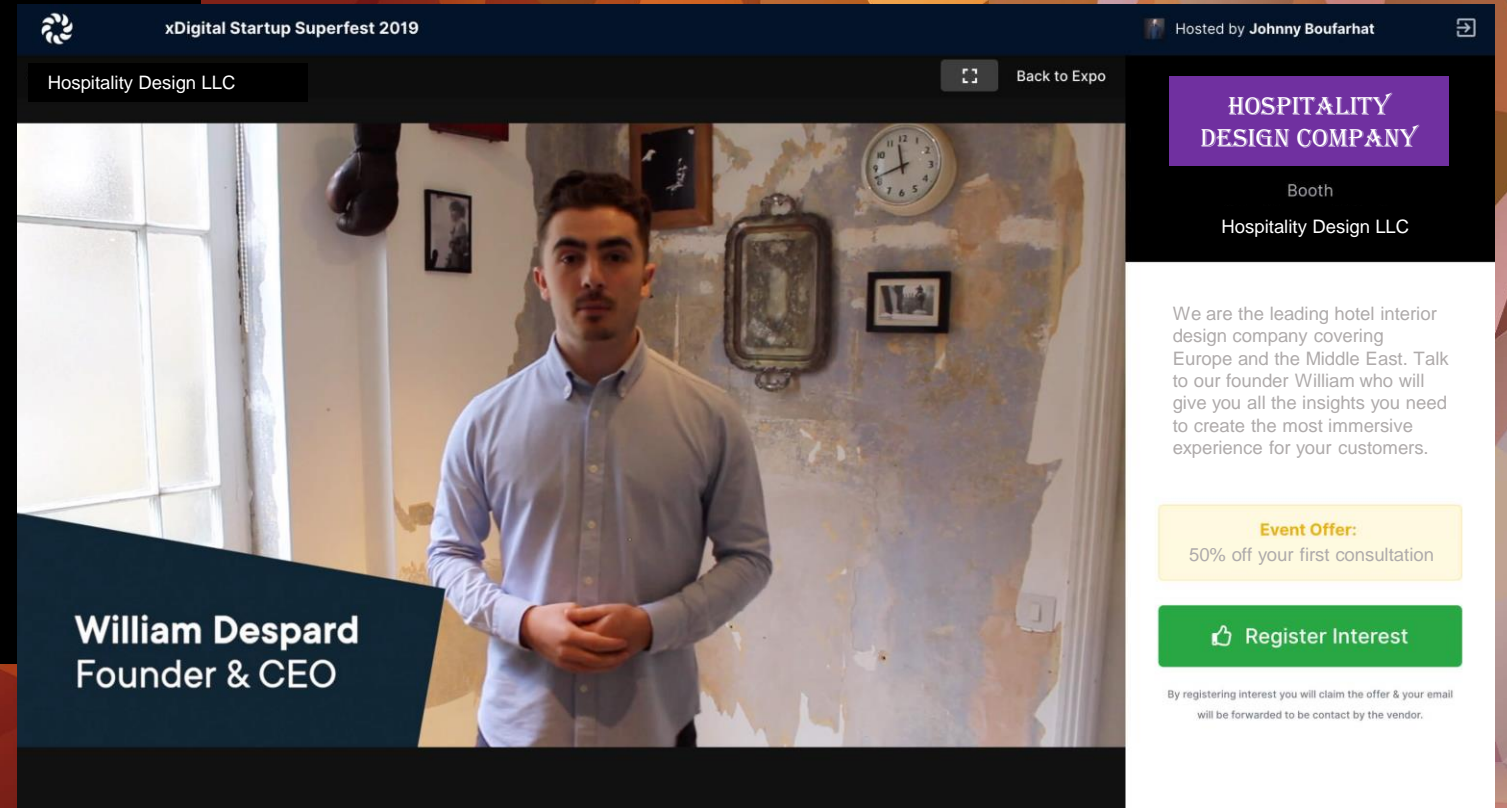


HOW IT WORKS

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EXHIBITION BOOTHS

Meet exhibitors at their virtual booths during Hospitality Tomorrow 2020. Discuss their latest projects, offers and your business needs live as you privately engage with their team. It's just like visiting an exhibition stand!



xDigital Startup Superfest 2019

Hosted by Johnny Boufarhat

Hospitality Design LLC

Back to Expo

HOSPITALITY DESIGN COMPANY

Booth

Hospitality Design LLC

We are the leading hotel interior design company covering Europe and the Middle East. Talk to our founder William who will give you all the insights you need to create the most immersive experience for your customers.

Event Offer:
50% off your first consultation

Register Interest

By registering interest you will claim the offer & your email will be forwarded to be contact by the vendor.

William Despard
Founder & CEO

hospitalitytomorrow.com

BOOK YOUR VIRTUAL BOOTH

HOSPITALITY
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CORPORATE BRANDING

Logo displayed on front page of website

Logo included in marketing emails to event database: x3 in run up to virtual event, x1 thank you email post-event

Logo included in event marketing collateral where appropriate: Event prospectus, post-event report

Logo included in the expo area of the virtual event

VIRTUAL BOOTH

Promoted in lobby 'Expo' area with click through to your virtual booth

Organised 'round table' discussion from booth about agreed topic (40mins – 1hr)

Live 'roundtable' video stream can host up to 10 of your representatives displayed

Promotion of topic within HT2 agenda and announcements within event's live marketing channels to drive attendance

Stats of visitation to your booth will be passed post conference for follow up

Option to have your corporate video or live video stream session played on entrance to booth area

Other corporate information to be included: logo, social links and company bio

Direct chatter area (non-private) with customers

List of customised lead generation from those who attended your booth

TICKETS 10 tickets for your team to attend

DATA Sponsors will receive recordings and chat transcripts

DONATION £250 supporting the charitable activities of #HospitaltyTomorrow. The charitable fund will support the basic needs (health, wellbeing) of individuals from the hospitality industry by partnering with recommend associations and beneficiaries from the industry.

STARTING FROM £5,000/BOOTH

HOSPITALITY TOMORROW

VIRTUAL CONFERENCE 12 MAY 2020

POWERED BY
bench
digital

CONTACT US

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