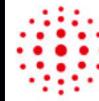




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EUROPE



TRAVEL INDUSTRY CLUB

Programme for HSMAI Region Europe and Travel Industry Club Germany's (TIC) co-hosted pre-ITB event at the Sofitel Berlin Kurfürstendamm

An afternoon on the topic of **"Customer centricity in a digital world"** and more, filled with discovery, expression, humour and meaningful content.

12:00–17:00 Tuesday 7 March 2017

12:15–14:15

The main speaker of the event is **Steven van Belleghem**.

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".

We are delighted to have Steven as a speaker at our annual pre-ITB event in Berlin. We need to focus on the urgent need for an extreme transformation of the customer relationship in today's high speed digital world.

"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

14:15–14:30

Coffee break

The Sofitel Berlin Kurfürstendamm

14:30–14:45

Ingunn Hofseth, President and CEO, HSMAI Region Europe, will present HSMAI Region Europe new initiative, the Service Pledge; an initiative to improve the quality of service overall in the industry.



Ingunn Hofseth

14:45–16:00

Following, **Dr. Peter Agel**, Global Segment Leader – Hotels, Oracle and Vice President, Travel Industry Club, will present the results of a Phocus Wright based Consumer Research study, followed by a vibrant panel discussion.

The panel will be chaired by **Peter O'Connor**, Dean of Academic Programs at ESSEC Business School, while **Christoph Führer**, Managing Director, FCM Travel Solutions & DER Deutsches Reisebüro GmbH & Co. OHG, and **Chinmai Sharma**, Chief Revenue Officer at Taj Hotels Resorts and Palaces, will be in the panel. **Steven van Belleghem** will also join in.



Dr. Peter Agel



Peter O'Connor



Christoph Führer



Chinmai Sharma



Steven van Belleghem

16:00–17:00

Networking and drinks will conclude an afternoon filled with meaningful content, interesting insights, humour and discovery.