

HSMAI Day UK 2019

Thursday September 12
St. James Court Hotel, London



Who	What	When
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Registration, lunch and networking

12:00 – 13:00

Ingunn Hofseth,
President &
CEO, HSMAI
Region Europe



Welcome

13:00 – 13:10

**Stowe
Shoemaker,**
Dean, Harrah
College of
Hospitality, University of
Nevada, Las Vegas



The moderator and main speaker of the day will be

Stowe Shoemaker
Dean
Harrah College of Hospitality, University of Nevada, Las Vegas

Meet our partners

Two peer-to-peer case studies and/or insights, part of the conference series of short, fast-paced presentations by subject-matter experts that explore what strategies are working, and in what ways. 7 minutes per presenter.

13:10 – 13:30

Julie Grieve,
Founder & CEO,
CRITON



7 minutes:

What guests want from technology and how tech can be an enabler for Total Revenue Management.

**Damiano
Zennaro,** Head
of Advisory
Services for
EMEA, IDEaS



7 minutes:

TBC

Philippe Roy,
Director Global
Client Group
Europe - Head
of the Hospitality
Vertical, American
Express



Challenges and Complexity of Loyalty Programmes

13:30 – 13:50

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Stowe Shoemaker

Overview of Customer Loyalty

13:50 – 14:35

1. Overview of Loyalty and How Loyalty is Different from Frequency
2. Overview of the three components of The Loyalty Circle: Process, Value, Communication
3. Discussion of Process
 1. Components of a service
 2. The GAP Model of Service Quality – with a discussion of how GAPS occur and how to monitor GAPS
4. Discussion of Value
 1. Discussion of the different components of value – value is more than financial value
5. Discussion of Communication
 1. How to create great communication
6. Questions



Break

14:35 – 14:55

Stowe Shoemaker

Case study on Hilton Honors – A Harvard Business School case

14:55 – 15:25

Topics include:

1. What is status of Hilton at the time of the case?
2. What was overall strategy for Hilton at time of the case?
3. How do hotel companies make money?
4. How hospitality industry is changing?
5. Why are loyalty programs important for the firm?
6. How to calculate the value of the program do the firm?
7. How components of the Loyalty Circle can be used with loyalty programs?

Stowe Shoemaker

Case study on Word of Mouth

15:25 – 15:55

Topics include:

1. How to calculate life-time value of the customer
2. How to calculate the value of positive word of mouth
3. How to calculate the value of negative word of mouth
4. What information should be included in customer surveys






Break

15:55 – 16:15

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Who	What	When
You will meet:	Panel discussion on how loyalty is used today following The Loyalty Circle (focus is on tactics loyalty is used to drive process, value, communication).	16:15 – 17:20
Teresa Comparato, Sr. Director Head of Loyalty EMEA, Radisson Group 	Moderator: Stowe Shoemaker, Dean, Harrah College of Hospitality, University of Nevada, Las Vegas.	
Isabelle Birem, Senior Vice President, Global Head of Loyalty, Accor 		
Ravindra Bhagwanani, Managing Director, Global Flight 		
	Questions and wrap-up	17:20 – 17:30
	Drinks and networking	17:30 – 18:30



A big thank you to our partners

