



Building Success

on shifting sands

The 17th Annual Hotel General Managers' Conference
18th and 19th January 2010

Jumeirah Carlton Tower



The annual General Managers' conference has become renowned as the most important event of its kind in the hotelier's calendar. Sessions are stimulating, speakers thought provoking and the venue always inspiring, not to mention the plentiful networking opportunities.

For many owners and managers, this will be the first time they have faced such challenging times. What lessons can we learn from previous recessions and how can we best prepare ourselves for difficult months ahead?

These topical questions amongst others will be addressed squarely by speakers, some of whom have successfully steered businesses through such choppy waters before.

At only £320 (including VAT) the hoteliers rate represents outstanding value at this five red star hotel. This includes all sessions at this two day conference, lunch on both days, champagne reception and black tie dinner. There are also excellent room rates available at Master Innholder hotels for delegates from out of town.



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Monday 18th January 2010

People... our greatest asset

- 11.30 **Sponsors showcase, registration and light lunch**
- 13.25 **Welcome**
Michael Gray
– *Chairman, The Master Innholders*
- 13.30 **Introduction**
Sally Atkinson
– *Session Chairman*
- 13.35 **The Olympics are coming!**
Panel discussion on the logistical challenges facing us, so we can maximise on the opportunities and deliver excellence
– *Chaired by Michael Gray*
- 14.35 **Y – innovate**
Presentation by the winner of hotel schools competition
- 14.50 **Master Innholder Scholarships**
- 15.00 **Tea**
- 15.30 **Government and Hospitality**
Bob Cotton OBE & Martin Couchman OBE
– *Chief and Deputy Chief Executive, British Hospitality Association*
- 16.10 **Risk and crises management**
Nick Maddox
– *Managing Director, Landau Manson Risk*
- 16.35 **Caterer & Hotelkeeper Hotelier of the Year**
introduced by Mark Lewis – *Editor*
- 17.00 **Close**
- 19.30 for 20.15 **Moët & Chandon Champagne Reception
Black Tie Gala Dinner**

Guest speaker: Sir David Michels

Tuesday 19th January 2010

Growing market share

- 08.30 **Registration and breakfast bites**
- 08.55 **Introduction**
Peter Hancock – *Session Chairman*
– *Chief Executive, Pride of Britain*
- 09.00 **An innovative approach to yield management**
Duncan Bramwell
– *Duncan Bramwell Associates*
- 09.30 **What value does your hotel have?**
Gerard Nolan – *Savills*
Bob Silk – *Barclays Commercial Bank*
- 10.00 **Future trends**
Sarah Miller – *Editor, Condé Nast Traveller*
Andrew Warren – *Managing Director, Condé Nast Johansens*
- 10.30 **Key technology drivers in 2010**
Ian Millar
– *Ecole Hoteliere Lausanne*
- 11.00 **Coffee**
- 11.30 **Eating, drinking and meeting**
Robbie Bargh
– *Managing Director, The Gorgeous Group*
- 12.00 **Innovation management strategy**
Prof. Keith Goffin
– *Cranfield University*
- 12.30 **The needs of the future consumer**
Tom Savigar
– *Strategy and Insight Director, Future Laboratories*
- 13.10 **Concluding remarks**
Michael Gray
- 13.15 **Buffet Lunch**



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Please accept my booking for the 17th Annual Hotel General Managers' Conference

Full Rate

Full conference, dinner and buffet lunch **£460** places
Monday afternoon (18th January) **£170** places
Champagne Reception and Dinner **£170** places
Tuesday morning and buffet lunch (19th January) **£200** places

Hoteliers Rate

Full conference, dinner and buffet **£320** places

(The Hoteliers Rate is only available for bookings received by **31 December 2009**)

The above rates include VAT at the prevailing rate.

SPECIAL OFFER: If you book three places at any of the above rates **by 16th November**, a fourth person can attend free of charge, provided their booking is made at the same time.

I enclose a cheque made payable to **The Master Innholders Ltd.** (Note: A VAT receipt will be issued with your confirmation).

I would like to pay by debit/credit card.

Please debit my MasterCard/Visa/Amex/Maestro* card number:

(*please delete as appropriate):

Card expiry date /

Issue number (Maestro only)

Signature _____

Date _____

Mr/Mrs/Miss/Ms First name Surname
Job Title Company
Address
Postcode
Tel Email

2nd Delegate's name:

Mr/Mrs/Miss/Ms First name Surname
Job Title

3rd Delegate's name: Please continue on a separate sheet

If you are booking more than one place, would you prefer to sit together for dinner or on different tables?

Together Separately

What name(s) would you like on your name badge(s)? [BLOCK CAPS]

Cancellations: full refund less £50 administration charge for cancellations received before **10th January 2010**. No refund thereafter.
Closing date for bookings: **Friday 8th January 2010**

NOTE: Regretfully, in the event that the conference has to be cancelled for unforeseen reasons such as extreme adverse weather, no refunds will be given.

Please return this form together with your cheque to:

The Master Innholders Limited, Attn Camilla Woods, Queens House, 55 Lincoln's Inn Fields, London, WC2A 3BH

Tel: 020 7269 9685 Fax: 020 7404 7799 Email: camilla.woods@bha.org.uk

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