



The Next Generation: HBAA Forum 2019

Agenda

11th – 12th July 2019

voco St John's Hotel Solihull

[Venue Website](#)

Facilitator: Calum Di Lieto, Editor, C&IT Magazine

Calum Di Lieto is an award-winning journalist with over a decade of experience in broadcast, print and online media. In June 2017 he joined C&IT, the leading MICE publication, as Editor and has steered its evolution as it has gone from strength to strength. The brand now produces even more informative and inspiring content for its readership of agency, corporate and association event planners. Whether it is in the magazine, online or at C&IT's bespoke events, Calum ensures that the audience is at the heart of every piece of content that is produced.

Agenda Day 1

Time	Item	Who	Session
09:30	Arrivals & Registration	All	
	Arrival Coffee	All	
10:30	Forum Opening	Angie Mason, HBAA Chair Rachael Naylor, HBAA Venue Chair Alexis Moreau, HBAA Tech & Innovation Chair	Hear from our esteemed association leaders on the status of the HBAA strategy year to date and what is due to happen in the second half of the year. Including an update on our exciting new membership platform, HBAA Hub
10:45	Facilitator Opening	Calum Di Lieto, Editor, C&IT	An overview of the days ahead and personal insights from a personal, insider perspective on <ul style="list-style-type: none"> • NextGen • Mental Health & Wellbeing
10:55	Ice Breaker	Martin Stephens, Offlimits	Get to know your new neighbours in a fun and engaging activity!
11:15	'NextGen's Future Focus' Panel Session	Facilitator: Calum Di Lieto, Editor C&IT Panel: Olivia Woolley, National Account Manager, Hotel & Travel Solutions	HBAA's first ever NextGen Board present their strategy for the HBAA. They will then invite two NextGen guests to discuss the future of the Industry in their eyes.



		<p>Ryan Doyle, Sales Manager, Park Regis Birmingham</p> <p>Anthony Kwokori, Business Events Account Executive, The Barbican</p> <p>NexGen Guests Max Simpkins, MICE Sales Manager, Shangri-La London & SITE Young Leader</p> <p>Becky Pickstock, Hoteldesk</p>	
12:00	'Princes' Trust'	<p>Ms Leadh Woolley, Outreach Executive, Prince's Trust</p>	<p>The Prince's Trust runs impactful & vital programmes for our NextGen we will hear an overview and key insights into what the Prince's Trust Programmes & courses do & the experienced outcomes.</p>
12:10	Coffee Break		
12:30	'Breaking Brexit'	<p>Keynote Speaker Steve Richards</p>	<p>Our Keynote Speaker brings us a much-needed perspective on the results or coming results of the Brexit deal and how that impacts our industry and our businesses</p> <p>Steve Richards is a British TV presenter and political columnist, who has written columns for the Guardian, Independent, New Statesman and Spectator. He regularly presents Radio 4's Week in Westminster and hosts a one-man show, Rock N Roll Politics</p>
12:50	'Stronger Together' Panel Session	<p>Facilitator: Raj Sachdave Black Box Partnership</p> <p>Adam Morris, Senior Commercial Director – Industry Relationships EMEA, BCD M&E</p> <p>Rhian Jolley, Project Director, Wolf & White</p> <p>Lisa Lernoux-Dock, Sales Director MICE, Iconic Hotels</p>	<p>Our experienced panel from the multi-spectrums of our industry discuss what the 'Relationship Landscape' between Buyer / Supplier looks like. How to make stronger and more valuable relationships.</p>



		Wayne Redman , Managing Director, Mundus Representation	
13:35	'Mentally Fit'	Keynote Speaker Manwell Benages	We invite inspirational 'Instagram Mental Health Influencer' @Manwell to tell us why it is important to keep mentally fit
13:45	Lunch		
14:30	'Breathing Through It'	Leigh Cowlshaw , Past Chair HBAA Ritchie Bostock , The Breath Guy	This session focuses on a major aspect of the 2019 HBAA strategy - Mental Health & Wellbeing. Hear from Leigh on the success of our MH charity event in May and our MHFA training courses. We then have the pleasure of Ritchie 'The Breath Guy', a coach, author, speaker and Breathwork evangelist. It is his mission to spread the life changing possibilities of Breathwork to the world and the HBAA. Breathing is the only system in the body that is both automatic and also under our control.
15:15	'Customer Centricity'	Keynote Speaker Louise Fowler	Revolutionizing business travel, Louise introduced the British Airways Executive Club and the first beds on a plane. Since then, Louise has consulted for M&S, Allianz, O2 and recently concluded a 20-month assignment as Chief Marketing and Digital Officer at the Post Office leading a major marketing integration program to improve the customer journey. Louise will tell us how to define and deliver breakthrough customer strategies by stressing the centricity of customers and how to connect with them in the digital age.
15:35	'On the Road to Success'	Dan Atkins , Founder, Buses4Homeless	We welcome back Dan Atkins to give us a truly exciting update on the HBAA's charity of choice for 2019 – Buses4Homeless !
15:45	Coffee Break		
16:05	Sponsor Session: Voco Hotels	Julie Cheesman , voco™ Brand Operations Director EMEA	a brief introduction to the brand and will use the time to highlight voco's sustainability elements
16:15	'Not For Sale: Human Rights' Panel Session	Facilitator: Calum Di Lieto , Editor C&IT Tim Molden , Director of Security, Savoy London	The rise in human trafficking and modern slavery is impacting the hospitality industry. Some corporations are taking steps above and beyond introducing policies to deal with these threats; our guest speakers today give their perspective of what to look out for, what actions are being taken, and how this affects our businesses.



		<p>Alessandra Alonso Founder, Women in Travel</p> <p>Samantha Reyes Ronso , The Shiva Foundation</p>	
17:00	Guest Speaker	Guest Speaker, Shed Simove	Guest Speaker to close the day ... Shed Simove is a performer, author, entrepreneur and motivational speaker on creativity and innovation. Harnessing a constant stream of ideas from his astonishingly active mind, Shed has learned to transform his unconventional concepts into lucrative new business ventures which form the basis of his completely unique stand-up routines and inspirational speeches.
17:45	Close Day 1	Facilitator: Calum Di Lieto , Editor C&IT	
17:50	voco Negroni Cocktail	voco Team	After conference cocktail served from the voco stand in the foyer for all delegates
17:50	Function Bar Open	All Guests	Cash Bar open
17:50	Buses for Homeless Show & Tell	Dan Atkins & Team	Please come and see Dan for a drink and a show round of one of his amazing buses.
19:00	voco Drinks Reception	All Guests	Join us and voco St John's for drinks & canapes in the garden
20:00	Forum Dinner Rock & Roll Game Show & Rockeoke	All Song Division	Enjoy a little friendly competition among peers with Song Division's Rock & Roll Game Show , a fun and interactive activity that puts your musical skills and rock knowledge to the test as teams vie for Rock Star Glory, prizes & coveted bragging rights, with the World-Class Song Division MC + Band running the show!
22:00	Band		
00:00	Close Evening		Ever fancied yourself a Rockeoke, superstar? Singing your heart out with a live 5-piece band? Then tonight is your night to shine!



Agenda Day 2

Time	Item	Who	Notes
08:30	Arrivals & Registration	NexGen	
09:00	Arrival Coffee	All	
09:30	NexGen Business Session 'Creating a Personal Brand'	Facilitator: Angie Mason & NextGen Board Lee Price, Executive Coach, Polygon Consulting	Welcoming our NexGen attendees to the HBAA Forum, we kick off with a warm welcome from our Chairman Angie & our NextGen Board, who will introduce the HBAA and the focus on NextGen, including the Members mingle and NextGen events. They will introduce the YM platform. They will then invite Lee Price to enlighten us on how to create your own personal brand and what that means.
09:30	AGENTS Workshop 1.1 Strengthen Your Business - Topic 1 - Agents	Raj Sachdave, Managing Partner, Black Box Partnership Julie Shorrock, Managing Director, Hotel & Travel Solutions	This workshop will focus on how to broach a 'Fee Based Model' with your clients, with ever-decreasing commission models. How to keep clients and remain profitable. We also look at securing your business earlier and protecting your income with client contracting.
	VENUES Workshop 2.1 How to Win Agency Business - Topic 1 - Venues	Alison Makosz, Head of Sales, Conference Care Danny Yates, Key Account Director, GLH Hotels	This workshop will look at what agencies look for when choosing a venue, a proposal and a bid from venue sales teams. Alison & Danny have both worked in agencies and hotels, both having 'changed sides' recently. Hear their inside knowledge on what works for agencies, what they look for and the pitfalls to avoid.
	AGENTS / VENUES Workshop 3.1 Mental Health - Topic 1 - Agents or Venues	Manwell Team	This workshop focuses on two key things; How to look after yourself How to look after others around you 1 in 4 people suffer from mental health issues, that means in this workshop alone, we have those who need support, understanding and the right tools to use. The Manwell team explore the issues & the tools.
10:10	Campfire 1: NextGen - Social Media: Blurred Lines, Calum	Calum Di Lieto	Social media is a double-edged sword for employers. On one hand it serves as a free promotional tool for the company that allows you to share work-related photos and positive news on your personal social media channels. On the other hand, it has introduced the need to regulate these communications to avoid potential pitfalls in business representation. With tech-savvy Millennials & Generation Z in the workforce, the lines between "personal" and



			“professional” have become increasingly blurred online. We discuss how to keep clear lines.
10:15	AGENTS Workshop 1.2 Blue Ocean – How to find clear waters for your business! <ul style="list-style-type: none"> - Topic 2 - Agents 	Facilitator: Maxwell Fellows, Client Services Director, MCI Experience Douglas O’Neill, CEO, Intel	This workshop will have you hear an interview of Douglas O’Neill, CEO of Intel who has gone strength to strength by broadening his agencies service offering and dipping his toes into new ventures. This workshop explores how thinking outside the box can help agencies survive the storms and constant changes in the hospitality landscape
	VENUES Workshop 2.2 Growing Your Rates <ul style="list-style-type: none"> - Topic 2 - Venues 	Rosemary Bannister, Managing Director, HT Training & Coaching	This workshop focuses on how to grow your rates and secure solidarity when working with agency partners to maintain strong rates to win more profitable business together. Covering adding value, offering unique propositions and maintaining rate integrity. Rosemary’s background as a Sales & Marketing Professional in the Hospitality industry gives her a unique insight. She is an Accredited Insights Discovery® practitioner and enjoys working with experienced sales teams to improve the understanding of themselves and others and what they can bring to their sales approach.
	AGENTS/VENUES Workshop 3.2 Mental Health <ul style="list-style-type: none"> - Topic 2 - Agents or Venues 	Manwell Team	This workshop focuses on two key things; How to look after yourself How to look after others around you 1 in 4 people suffer from mental health issues, that means in this workshop alone, we have those who need support, understanding and the right tools to use. The Manwell team explore the issues & the tools.
10:40	Campfire 2: NextGen - Managing Up	Lee Price, Executive Coach, Polygon Consulting	The best career move you can make this year is to learn how to manage up. In short, managing up is making your manager shine and getting what you need from them to build and control your own career. When done respectfully, managing up helps you build a relationship with someone in your company and ensures that you get what you need out of your job while you're there. We discuss how to manage up effectively and how you think this would work for you.
11:00	Workshop Coffee Break	Workshop attendees	
11:05	NexGen Coffee Break	NexGen	Served n the room
11:15	AGENTS Workshop 1.3 Exit Strategy <ul style="list-style-type: none"> - Topic 3 - Agents 	Speakers(s) TBA	<ul style="list-style-type: none"> - Succession Planning - Developing your NexGen
	VENUES Workshop 2.3 Channel Management	Speaker(s)	This workshop will review Channel Management for M&E for venues. What channels are out there?



	<ul style="list-style-type: none"> - Topic 3 - Venues 	<p>Rachael Naylor, Sales Director, Crowne Plaza Stratford Upon Avon</p> <p>Max Simpkins, MICE Sales Manager, Shangri- La Hotel London</p>	<p>How do different venues, teams manage these channels? What are the most valuable channels and what is best practice? How to manage all the opportunities effectively!</p>
	<p>AGENTS/VENUES Workshop 3.3 Mental Health</p> <ul style="list-style-type: none"> - Topic 3 - Agents or Venues 	<p>The Manwell Team</p>	<p>This workshop focuses on two key things; How to look after yourself How to look after others around you 1 in 4 people suffer from mental health issues, that means in this workshop alone, we have those who need support, understanding and the right tools to use. The Manwell team explore the issues & the tools.</p>
11:30	<p>Campfire 3: NextGen</p>	<p>Maxwell Fellows, Client Services Director, MCI Experience</p>	<p>Over 75% of our industry community said that they felt they didn't have the necessary training to conduct their role. 80% said they weren't entirely confident about the role they were currently doing or that they had the skills to do it. Lead by Max of Elevate Evolve, this campfire will discuss where to go in the industry to get knowledge, mentorship and the confidence to own your role and progress.</p>
11:50	<p>NexGen & Workshops Move to Plenary</p>	<p>NexGen</p>	
12:00	<p>'Go Big or Go Home'</p>	<p>SongDivision</p>	
12:15	<p>Closing Words</p>	<p>Angie Mason, HBAA Chair Rachael Naylor, Venue Chair</p>	<p>Our Chair & Venue Chair close the Forum</p>
12:30	<p>Grab & Go Lunch/Networking</p>	<p>All</p>	<p>We offer use of the restaurant & garden for eating lunch & networking</p>