Programme

OPENING SESSIONThe opening session will introduce the summit's central themes, emphasizing the critical role of technology in revolutionising guest experiences. It will set an inspiring tone for the event, presenting a future vision where technology and human-centric service converge to create unparalleled guest experiences.

"The Future of Happiness: AI's Role in Crafting Delightful Customer Experiences."

"Beyond Reality: Elevating Customer Experiences Through a Future Tech Lens"

Takeaways:
Attendees will leave the opening session energised and equipped with a broad perspective on how emerging technologies can address current guest experience challenges, such as personalisation at scale, sustainability, and creating

memorable experiences in the digital age. KEYNOTESThis keynote will explore artificial intelligence's transformative impact on customer relationships in various sectors. Discussions will focus on how AI enhances personalization and predictive insights, redefining traditional customer service and setting new standards in customer engagement and loyalty.

Discover how intelligent automation revolutionises guest experience management, blending efficiency with personalisation for memorable interactions. Learn to balance automation and human touch for enhanced efficiency. Gain insights and real-world examples of integration benefits.

We'll explore how AI, machine learning, and immersive tech reshape customer experience across sectors. Learn strategic implementation to captivate audiences, gaining insights into the future of customer experiences.This session explores how technology is becoming a cornerstone for sustainable practices within the hospitality and travel industries, focusing on innovative solutions that enhance guest experiences and contribute to environmental sustainability.This keynote addresses the transformative power of analytics and biometric data in creating deeper, more meaningful customer connections. It will cover the ethical use of these technologies to enhance personalisation, improve service delivery, and foster loyalty.Discover balancing tech and human touch in crafting superior customer experiences. Uncover strategies blending digital advancements with emotional intelligence for deeper connections, enhanced personalisation, and lasting loyalty. BREAKOUTSThis session explores AI's transformation of customer service dynamics, setting new expectations and integration into frameworks. Gain practical insights on implementing AI to enhance interactions, streamline operations, and elevate guest experiences, providing a blueprint for businesses starting their AI journey.This session explores how automation improves guest satisfaction by streamlining processes and service delivery. We'll feature automation as a key solution for

better service delivery, reduced wait times, and a smoother guest journey. Discover practical strategies to simplify operations and enhance guest satisfaction.Explore blockchain's transformative impact on customer trust and experience, highlighting its security and transparency features. Learn through expert analysis and case studies how blockchain can be utilised to safeguard data, authenticate products, and create a transparent ecosystem that boosts customer engagement and loyalty.This breakout session focuses on the art of designing experiences that resonate on a personal level with customers. It covers the use of storytelling, sensory engagement, and personalised interactions to create memorable experiences that forge strong emotional connections and customer intimacy.Discover how gamification can be a powerful tool in engaging customers with sustainability initiatives. We'll review successful case studies where gamification has increased customer participation in green practices.Explore how data analytics and customer insights can be leveraged to enhance guest retention strategies. Witness practical examples of how businesses can use data to understand customer needs and tailor services to increase loyalty. PANELSThis panel session will reveal how AI and data analytics are revolutionising and enhancing upselling tactics, with a focus on the ethical, strategic, and operational aspects of using data for personalised customer offers. You will gain a deep understanding of data-driven upselling mechanics, its ethical implications, and its significant impact on revenue and customer satisfaction across service industries.This panel will discuss integrating advanced technologies like AI and robotics into guest services to enhance the guest experience. Best practices and case studies will demonstrate how to seamlessly weave these technologies into service delivery while preserving the human touch.This panel will explore how IoT and smart technologies are revolutionising guest environments in the hotel and airline industries, enhancing safety, personalisation, and operational efficiency. It will also address challenges such as privacy concerns and the need

for seamless integration of these technologies.

This panel discussion will address the steps organisations must take to prepare for an AI-driven future, focusing on shifts in technology infrastructure, staff training, ethical issues, and corporate culture. It will also explore the challenges of integrating AI into existing frameworks and offer strategies to help businesses become AI-ready and succeed in the evolving guest experience landscape.

This session will critically examine the significant impact of intelligent automation on workplace dynamics and the essential change management strategies required to navigate this transition. It will focus on fostering a culture that embraces technology, reskilling employees, and the role of leadership in effectively managing the shift towards automated processes.Learn how digital twins and virtual reality are revolutionising planning and design across various sectors by creating virtual replicas that enhance planning, customer engagement, and operational efficiency. Case studies and expert insights on how to use these technologies to anticipate customer needs will be provided. BREAKOUTSAttendees will learn about the importance of emotional intelligence in customer service, including strategies for training staff in empathy, active listening, and personalised communication to build rapport and trust with customers.This session highlights how emerging technologies can be harnessed to anticipate customer needs, providing insights into the ways businesses can utilise data analysis, predictive modelling, and intuitive design to enhance customer satisfaction and engagement.Learn about the triple bottom line approach and how service industries can achieve profitability while positively impacting both people and the planet. This session will showcase successful examples and strategies for integrating sustainability into business models.This session explores how intelligent hardware, such as robots and kiosks, improves guest services and operational efficiency, with a focus on implementation and integration

considerations. Insights into selecting, implementing, and maximising the benefits of intelligent hardware to enhance guest experiences will be provided, featuring practical applications and case studies from leading adopters.This session highlights the role of technology in driving sustainability efforts in the travel and hospitality sectors. Attendees will explore current trends, tools, and technologies that are making sustainable practices more efficient and effective.Attendees will explore how integrating the Voice of the Customer (VoC), Voice of the Employee (VoE), and Voice of the Process (VoP) can lead to significant improvements in service delivery, employee engagement, and operational efficiency. This session will cover methodologies and tools for capturing and integrating these diverse perspectives.Discover how AI is enhancing the service industry by empowering employees to provide more personalised guest services, with a focus on successful human-AI collaboration and workforce upskilling strategies. Attendees will gain insights into the impact of these technologies on employee satisfaction and guest experience excellence.This session delves into how intelligent automation impacts human behaviour, mental health, work-life balance, and societal norms, addressing challenges and changes. Discussions focus on using automation to support well-being and societal progress. Takeaways include insights into its psychological effects, mitigation strategies, and leveraging it for improved quality of life and work.This session delves into the challenges and opportunities of balancing the need for personalisation with respecting customer privacy. Attendees will learn about strategies for navigating this balance, using data responsibly while delivering personalised customer experiences.

 1:30 PM — 2:00 PM
Attendees will learn about the importance of emotional intelligence in customer service, including strategies for training staff in empathy, active listening, and personalised communication to build rapport and trust with customers.

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CIOs + CTOs Leading Digital Transformation:

Shaping Guest Experiences:

Heads of Guest ExperienceReal-time Feedback and Rapid Response Systems:

Best Practices in Service Recovery:

SVPs of Marketing and SalesGlobal Trends vs. Regional Specificity:

Measuring Marketing Performance and ROI:

Using Analytics to Drive Sales Strategies:

SVPs of OperationsOptimising Operations with AI and IoT:

Personalisation at Scale:

Industry Association LeadersCreating Industry-Wide Standards for Tech in Hospitality:

Cross-Industry Partnerships and Collaborations:

CLOSING SESSIONThis closing session will synthesise the insights, strategies, and case studies from the Summit, offering a roadmap for integrating the discussed technologies into various sectors with an emphasis on collaborative innovation and sustainability. It will highlight the Summit's exploration of cutting-edge topics like AI-enhanced customer experiences, intelligent automation, next-gen technologies, and sustainable practices, aiming to captivate the audience with innovative, personalised, and sustainable solutions.