

04.

shs academy 

Swiss Innovation Day

Presenting Partner



Institutional Partner



HotellerieSuisse

#hospitalityNEXTgeneration

#SID19

Programm #SID19

GM Update

Start

- 8:00 Uhr **Welcome Coffee & Check-in**
8:30 Uhr **Start 4. Swiss Innovation Day**
Moderation Wilhelm K. Weber (Swiss Hospitality Solutions)

The Future of Revenue Management & Digital Marketing by SHS

- 9:00 Uhr **Trends in Revenue Management & Distribution**
Wilhelm K. Weber (SHS)
9:20 Uhr **Future of Marketing Automation**
James Skellington (Force24)
9:35 Uhr **Behavioural Pricing**
Steffen Müller (ZHAW Zürich)
9:50 Uhr **Voice – Alexa for Hospitality**
Ralf Eggert (Travello)
10:20 Uhr **Coffee Break**

The Future of Hospitality by HotellerieSuisse

- 11:00 Uhr **Entrepreneurial Mindset in Hospitality**
Nicole Rosenkranz (EHL)
11:20 Uhr **How technology is changing hospitality faster than ever before**
Alen Arslanagic (Visium)
11:35 Uhr **Fachkräftemangel**
Lorenzo Schmiedke (HotellerieSuisse)
11:50 Uhr **Interview: Employer Branding**
Wilhelm K. Weber (SHS) & Patrizia Zueck (YHS Global)
11:55 Uhr **Wrap-Up Chat**
Nicole Rosenkranz (EHL) & Wilhelm K. Weber (SHS)
12:00 Uhr **Light Lunch**

Programm #SID19

Input

Start

- 13:00 Uhr **Welcome Coffee & Check-in**
13:30 Uhr **Welcome Note Digital DNA in Tourism**
Jürg Schmid (Schmid Pelli & Partner)

Overtourism

- 13:50 Uhr Herman Konings (NXT)

Personas Marketing

- 14:45 Uhr Michael Toedt (Dailypoint)
15:00 Uhr **Coffee Break**

Menu Engineering – Increasing Restaurant Profitability

- 15:30 Uhr Gregg Rapp (MenuEngineers)

Erfolgsfaktoren von Start-ups

- 16:20 Uhr David Sidler (Investiere)

Start-Up Interview Panel

- 16:40 Uhr Nicole Rosenkranz (EHL) mit
Hotelhero, RoomPriceGenie, Quicktext & Reception Remote

Digital Detox

- 17:05 Uhr Anastasia Dedyukhina (Consciously Digital)

After Work Party

- 17:30 Uhr Party mit Live Musik (Stagend.com)

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Networking Partner

