



*“SEIZING OPPORTUNITIES”*

## HICA 2014 CONFERENCE PROGRAMME AT A GLANCE

<b>DAY 1</b>	<b>SUNDAY, 14<sup>TH</sup> SEPTEMBER 2014</b>
08:00 – 12:00	SPONSORS EXHIBITION SETUP & BUILD
10:00 – 17:00	DELEGATE REGISTRATION
<b>13:00 – 17:30</b>	<b>PLENARY SESSION</b>
13:00 – 13:15	INTRODUCTIONS AND CONFERENCE OVERVIEW
13:15 – 13:30	WELCOME REMARKS
13:30 – 14:15	THE WORLD & SUB SAHARAN AFRICA IN 2014
14:15 – 15:00	THE LEADERSHIP CHALLENGE ON DRIVING PEAK PERFORMANCE
<b>15:00 – 15:30</b>	<b>NETWORKING TEA AND COFFEE BREAK WITH PASTRIES</b>
15:30 – 16:30	GENERAL MANAGERS' PANEL ON GUEST EXPERIENCE
16:30 – 17:30	INTERNATIONAL HOTEL SCHOOL CHALLENGE – FUTURE LEADERS' FORUM
19:00 – 21:00	WELCOME RECEPTION & NETWORKING
<b>DAY 2</b>	<b>MONDAY, 15<sup>TH</sup> SEPTEMBER 2014</b>
07:30 – 08:15	REGISTRATION, MORNING TEA & PASTRIES
<b>08:15 – 12:30</b>	<b>PLENARY SESSION</b>
08:15 – 08:30	WELCOME AND INTRODUCTION
08:30 – 09:00	SUB SAHARAN AFRICA'S ECONOMIC OUTLOOK
09:00 – 10:00	MINISTERIAL SESSION FOCUSING ON WEST AFRICA
10:00 – 11:00	REGIONAL OPERATORS AND PRIVATELY BRANDED HOTELS
<b>11:00 – 11:30</b>	<b>NETWORKING TEA AND COFFEE WITH PASTRIES</b>
11:30 – 12:30	AIRLINES, HOTELIERS AND TOUR OPERATORS TALKING BUMS IN SEATS AND BEDS
12:30 – 13:15	GLOBAL BRANDS TALKING BRAND EQUITY AND INTEGRITY
<b>13:15 – 14:30</b>	<b>NETWORKING LUNCH BREAK</b>
<b>14:30 – 15:45</b>	<b>BREAKOUT SESSIONS</b>
SESSION 1	ALIGNING SERVICE STANDARDS WITH HUMAN CAPITAL GOALS
SESSION 2	FROM CONCEPT TO OPENING OF YOUR HOTEL
<b>15:45 – 16:15</b>	<b>NETWORKING TEA, COFFEE WITH PASTRIES</b>
<b>16:15 – 17:30</b>	<b>BREAKOUT SESSIONS</b>
SESSION 3	THE INVESTMENT KRAAL ON EVALUATING PROJECTS
SESSION 4	TECHNOLOGY TRENDS, SOCIAL MEDIA AND THE ROLE OF OTAs



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<b>19:30 – 21:00</b>	<b>EVENING RECEPTION &amp; DINNER</b>
<b>DAY 3</b>	<b>TUESDAY, 16<sup>TH</sup> SEPTEMBER 2014</b>
07:30 – 08:30	MORNING TEA/COFFEE AND PASTRIES
<b>08:30 – 11:00</b>	<b>PLENARY SESSION</b>
08:15 – 08:30	WELCOME BACK AND PRIZE GIVING
08:30 – 09:30	MINISTERIAL SESSION FOCUSING ON SOUTHERN AFRICA
09:30 – 10:15	UNPACKING THE PROTEA AND MARRIOTT INTERNATIONAL DEAL
<b>10:15 – 10:45</b>	<b>NETWORKING TEA AND COFFEE WITH PASTRIES</b>
<b>10:45 – 12:00</b>	<b>BREAKOUT SESSIONS</b>
SESSION 5	ASSET LIGHT OR ASSET RIGHT - UNDERSTANDING MANAGEMENT CONTRACTS
SESSION 6	SUSTAINABLE HOTEL DESIGN, DEVELOPMENT AND CONSTRUCTION
<b>12:00 – 13:30</b>	<b>NETWORKING LUNCH</b>
13:30 – 14:15	MEETINGS, CONVENTION, EXHIBITIONS & INCENTIVE TRAVEL BUSINESS Understanding the opportunities for hotel investors, developers and operators within the MICE business and looking after the clientele
14:15 – 15:30	THE AFRICAN INVESTOR SESSION – BANKING, PRIVATE EQUITY & SOVEREIGN FUNDS
15:30	HICA 2014 CONCLUDES

*\* Conference Programme subject to change*

#### BADGE PICKUP:

- All conference badges can be collected from the conference venue from 10:00 on Sunday 14 September
- Proper photo identification is required for badge collection
- Conference material (1x set per delegate) will be provided at the time of badge collection.
- Badges must be displayed at all time throughout the conference

#### CONFERENCE HOURS

- Sunday, 14 September                    13:30 – 21:00
- Monday, 15 September                07:30 – 21:00
- Tuesday, 16 September                07:30 – 15:30