

#HIP2018

19-21 FEBRERO

MADRID - IFEMA

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We are Game
Changers



CALL FOR SPEAKERS

HIP Horeca
Professional
Expo

HOSPITALITY INNOVATION PLANET

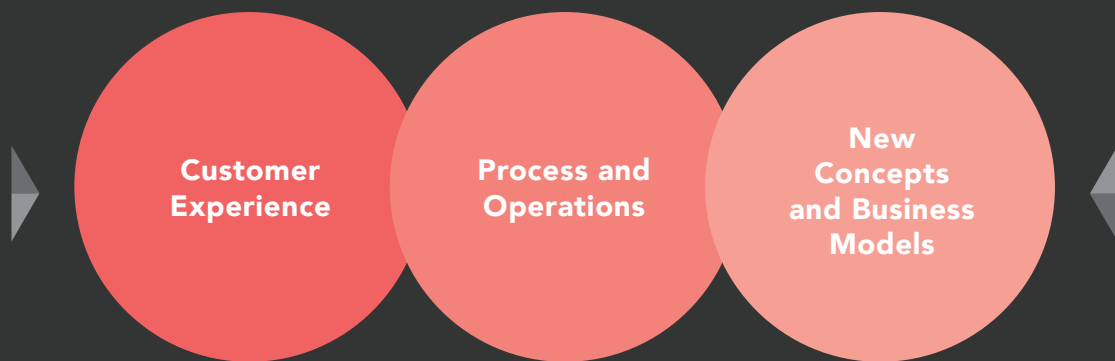
Innovation is what distinguishes a leader from others

The new HORECA sector:

In this fast era we are living, Hotels and Restaurants are at the mercy of innovation. The main players of the HORECA channel (bars, restaurants and hotels) are aware that they need to transform their businesses to answer new demands from consumers.

It is a priority for companies to focus on innovation and digital acquisition to lead the transformation of the sector, adapt management models and operations and learn the latest trends to improve competitiveness.

Customer centricity it is a must-know in our sector. Experience orientation it has also mandatory and a success factor for the future of any business.



The annual event where to boost your business

HIP | Hospitality Innovation Planet is the annual innovation event for the HORECA channel. A different and one-of-a-kind platform where bars, restaurants, hotels, traveler services or other industry businesses come to booth their company finding the most disruptive products and solutions to transform.

It also has Hospitality 4.0 Congress, the largest international conference focused on trends, innovation and transformation in the sector. With its own agenda and vertical solutions for each professional profile, as well as unique content of high strategic value.

A unique meeting-point to engage with customers, generate new leads and generate other potential ones in a space where to boost your sales strategy.

Purpose

This call for speakers is looking for **experts, professionals, entrepreneurs, universities, R&D centers, associations and organisations with the most innovative and disruptive ideas, initiatives, solutions or projects** within the framework of HORECA sector.

1. EFFICIENCY AND SUSTAINABILITY

Participate in one of the sessions dedicated to innovation and transformation of the sector by providing your case study, or the know-how of a product or service development **focused on making Horeca businesses more efficient, sustainable, technologically updated and 100% digitized.**

This Call for Speakers is aimed to:

- Horeca Businesses with outstanding sustainability and energy efficiency programs.
- R&D companies and manufacturers of products and equipment for efficiency and sustainability in facilities.
- R&D companies and manufacturers of products and solutions for professional cooking.
- Architects, interior designers and designers with successful projects regarding the sustainability application within Horeca sector.
- Professionals who apply energy efficiency and/ or sustainability as a competitive advantage.
- Experts in the incorporation of CSR in Horeca companies as a differential value.
- Others.

The candidate must fulfil their proposal with at least one of the following 8 keys of the CSR:

1. Reducing costs through eco-efficiency.
2. Protection and improvement of environmental and human resources, which the business depends.
3. Anticipation, avoidance and minimization of risks and associated costs.
4. Anticipation to the demands of the customers.
5. Differentiation and increase of competitive advantages over competition.
6. Protection, creation or enhancement of reputation in relation to stakeholders.
7. Attraction and retention of motivated and competent employees.
8. It allows innovation and improves the quality and efficiency.



2. TECHNOLOGY & DIGITAL

Participate in one of the sessions dedicated to technological and digital innovation of products, services, innovative ideas, research, analysis, studies, visions and solutions for digital innovation in the Horeca sector.

This Call for Speakers is aimed to:

- Horeca Businesses with outstanding application of technology in operations, customer experience and/ or marketing as a model of success in operating efficiency, new technological luxury and/ or sales efficiency.
- Digital marketing creative agencies for Horeca with successful campaigns.
- Specialized technology companies for Horeca (MACHINE LEARNING, IOT, CHATBOTS, AR, VR, AI, Big Data...).
- Developers of innovative hardware, software and robotics solutions to improve finance, operations or marketing.
- Companies or professionals dedicated to the impact of technology on the customer experience.
- Others.

3. REVENUE

Participate in one of the sessions dedicated to the Horeca management providing the keys to the Revenue Management revolution in hotels and restaurants, thanks to the use of technology and new management systems.

This Call for Speakers is aimed to:

- Developers of comprehensive management systems for hotels, restaurants and bars.
- Consultants in Revenue Management for Hotels or Restaurants, with successful methodologies.
- Consultants and experts in operations and/ or Revenue Management for Horeca with successful cases studies.
- Companies with innovative products that support the success of Revenue Management (Inbound Marketing, Online Marketing, Dynamic Pricing, Loyalty Programs, Chanel Managers, Big Data ...).
- Hotels and restaurants with successful Loyalty Programs.
- Others.

4. STRATEGY

The purpose of these sessions is to **inspire the participants with the most pioneering visions** on how to face the **challenges and opportunities of the future of the hospitality industry in Spain in the areas of Talent (recruitment, management and training of human resources** in the current social environment), Marketing or Customer Experience, in a new social and economic environment.

ACADEMIC FORUM

If you form part of an academic community, you can participate in the Congress with a specific topic that meets the evaluation criteria.

How to present your proposals:

To send your proposal to become a part of Hospitality 4.0 Congress, please fill in the online form that you will find here: <https://www.expohip.com/hospitality-4-0-congress/call-for-speakers-form>

All proposals must meet detailed terms and conditions. The attached form will require the following details:

- Short speaker's bio (max 300 characters).
- Submission title (max 100 characters).
- Abstract (max 2500 characters) - You may include the strategic objectives, context of implementation, added value of the proposal, methodology of resolution, the current state of implementation, solutions/conclusions, and any other information helpful to understanding the main ideas of your proposal.

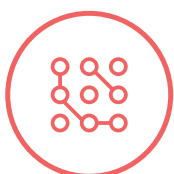




The deadlines to take in consideration

The deadlines to take in consideration are:

- Proposals entry Deadline: **17th November 2017**.
- Selected proposals confirmation deadline: Confirmations will start on 18th December 2017.



FAQ's

In which language can be submitted the proposal?

The form and all complementary information will have to be filled out entirely in English or Spanish. Proposals in any other languages will not be accepted.

Does it have any economic cost to participate in the call for speakers?

No, it's totally free.

How many proposals are accepted?

The number of accepted proposals is a responsibility of the Steering committee and may vary depending on the quality of the proposals received and the final requirements of the program itself.

Is it possible to extend the information after the call for speakers submission?

If you need to modify or extend any of the information submitted please contact us at: congress.hip@barter.es



Evaluation Criteria

The objective of Hospitality 4.0 Congress is **to provide a comprehensive view of the most key topics regarding HORECA** for professionals and companies.

All through unique and high-level conferences that will show **the most innovative, disruptive and inspiring ideas, practices and technology**.

The selection criteria area:

- By the impact that brings in each one of the key topics of the Congress.
- By the innovation that the content is providing.
- By the originality, disruption and differential vision that can provide.
- By the arguments and information that support the presentation.
- By the speaker Curriculum Vitae and achievements.



Intellectual and industrial property rights

The participant is responsible for the authorship of the submitted proposal; he/she is the owner of the intellectual and, where applicable, industrial property rights thereof. The participant is accountable for the proposal submitted not violating intellectual property rights, industrial property rights, copyright and/or image rights and assumes complete responsibility with regard to third parties; the Organization is free of all liability. Once the proposal has been selected, the organizers may make public any details considered as public (author, company / organization, title, brief, abstract, website, and topic).

Data protection

HIP | Hospitality Innovation Planet Organization undertakes to maintain the confidentiality of the proposals received and the companies or authors and only will share them with the Steering committee members.

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CONTACT DETAILS

If you have any questions, doubts or suggestions regarding this Call for Speakers, please contact us at:

- Phone: 00 34 93 492 38 03
- Email: congress.hip@barter.es

If you are also interested in exhibiting or partnership options to maximize your company's profile at Expo HIP please contact us at:

- T: 00 34 917 942 830
- E: exhibit@expohip.com

Hospitality Innovation Planet

Network / Knowledge / Business opportunities



Opened to innovate and sustainable companies

BARCELONA spain@nebext.com

BRUSSELS belgium@nebext.com

MADRID info@nebext.com

MOSCOW russia@nebext.com

SHANGHAI china@nebext.com

TEL AVIV israel@nebext.com

BOLOGNA italy@nebext.com

FRANKFURT germany@nebext.com

MEXICO mexico@nebext.com

SAO PAULO brazil@nebext.com

SILICON VALLEY usa@nebext.com

TORONTO canada@nebext.com

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