

Hospitality Exchange



18th & 19th October 2011
Ramada Plaza Belfast

CELEBRITY CHEF ATUL KOCHHAR FOOD CRITIC JAY RAYNER DIGITAL MEDIA EXPLAINED DISCOUNTING DOESN'T WORK CUTTING COSTS...

...all this and more at
HOSPITALITY EXCHANGE 2011

Tuesday: Free Exhibition open 9 am - 5 pm
Wednesday: Free Exhibition open 9 am - 2 pm

Business Breakfast

Discounting Doesn't Work

Wednesday 19th October
08.00 - 09.00
£15

Dr Cathy Enz, Professor in the School of Hotel Administration at Cornell University, will examine the issue of pricing policy in the tourism industry. Learn how to set a sustainable pricing strategy and avoid the panic of last minute discounting.

Dr Enz is the recipient of both outstanding teaching and research awards. She was the recipient of the Cornell Center for Hospitality Research Industry Relevance award in 2010 for her research on competitive pricing.



Chef Masterclass

Atul Kochhar

Tuesday 18th October
10.30 - 12.00
£35 including signed book

Atul Kochhar has quite simply re-invented Indian cuisine. His unique talent as a twice Michelin Starred Chef has changed the way people perceive and experience Indian food. Atul was the very first Indian Chef to receive a Michelin Star during his time at Tamarind. His incredible ability to create such unique and rare dishes from all parts of the world formed the highly successful Benares Restaurant where he won his second Michelin Star.

But his cooking has a relevance beyond Indian food. His mastery of spices and delicate cooking style can be applied to local ingredients too, creating dishes which cross traditional divides and inspire the tastebuds in any restaurant.

As well as running a successful restaurant, Atul is also a regular on television including Saturday Kitchen, Great British Menu and Masterchef. Each delegate will receive a copy of his book, "Fish, Indian Style".



Book by phone

028 9077 6635



Book online

hospitalityexchange.co.uk

Tuesday Kitchen

Jay Rayner, Andy Rea & Chris Fearon

Tuesday 18th October
14.00 - 16.00
£25

Observer food critic and One Show reporter, Jay Rayner, will highlight the latest food trends, explain how consumer expectations are changing and what is fashionable in the industry today.

Seafood specialist, Andy Rea and Great British Menu winner, Chris Fearon, will take part in a live cookery demonstration. This is an opportunity to see great local ingredients turned into exceptional dishes.

The session will be hosted by Ronan Kelly, broadcast journalist and fully fledged foodie.

Those with a real appetite for great food will also have the chance to sample a range of local produce.



CELEBRITY
CHEF
Atul
Kochhar

FOOD
CRITIC
Jay
Rayner

MOBILE
INTERNET
Leila
Makki

FUTURE OF
TOURISM
Paul
Flatters

HOTEL
BUSINESS
John
Brennan

Tuesday 18th October

09.00 - 17.00
Trade Exhibition
Free

10.30 - 12.00
Chef Masterclass
Atul Kochhar
£35 including
signed book

10.00 - 10.30
Online Marketing
FREE

11.00 - 12.30
Social Media goes Mobile
£35

12.30 - 14.30
Buffet Lunch
£15 including wine

Book a morning session
and an afternoon session
and lunch will be provided
for free.



14.00 - 16.00
Tuesday Kitchen
£25

14.30 - 16.00
Cost Control
£25

Wednesday 19th October

09.00 - 14.00
Trade Exhibition
Free

08.00 - 09.00
Business Breakfast
£15

10.30 - 12.00
Future of Tourism
£25

09.30 - 10.00
Annual General Meeting
NIHF Members Only

12.45 - 14.00
Speaker Lunch with John Brennan
£35 including wine

19.30 - 01.00
The President's Party
£75 including wine and
entertainment

A sumptuous five course
meal, cocktails, wine and
entertainment.

Speaker Lunch

John Brennan

Wednesday 19th October
12.45 - 14.00
£35 including wine

John Brennan is one of Europe's top hoteliers and, as Chief Executive of Jurys Inn, he is in charge of the group's 23 hotels in the UK, 7 in Ireland (Jurys Inn is Ireland's largest hotel group) and one hotel in Prague.



Prior to joining Jurys Inn, John was Regional Vice President for Four Seasons Hotels and Resorts, looking after the company's hotels spread over four countries.

John has built his success on a clear focus on service and an unwavering focus on the customer – what it means to deliver exceptional customer service and how to exceed expectations.

He will speak about his experience in repositioning the Jurys Inn brand and his thoughts for the coming years in the hotel business.



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Social Media goes Mobile

Leila Makki & Guy Levine

Tuesday 18th October
11.00 - 12.30
£35

The use of the mobile internet has exploded in the last twelve months. Social media appears perfectly designed for mobile devices and more and more people are using their smartphones to look for pubs, cafes and hotel rooms.

Social media, building an online community, spreading your message and developing engagement and interaction. These are the topics that Guy Levine specialises in. He will look at things like Google, Facebook, foursquare and how they are changing what we do and how we market.

Leila Makki was voted 2010's 'Technology Woman of the Year'. She is a freelance journalist and broadcaster who is completely immersed in the mobile sector. Leila will look at the impact of mobile on your business.



Cost Control

Michael Williamson

Tuesday 18th October
14.30 - 16.00
£25

Leading tourism consultant, Michael Williamson from ASM, will look at how information can be employed to save costs across your business. He will explain how to easily calculate costs and then look at ways to trim these down. Are you losing money on every cup of tea you serve? Come along to this session and find out!



Online Marketing

Frank Reeves

Tuesday 18th October
10.00 - 10.30
FREE

Frank Reeves from Avvio will give an insight into how the hotel industry and online marketing look today and what forces will shape its' future. Giving practical guidance on how hoteliers can maximise their presence, increase engagement and tie in social, search and conversion. Frank is a frequent speaker at industry events and was invited to a panel of industry experts at last year's HEDNA conference in Dallas.



The President's Party

Good Food, Great Craic, Fabulous Entertainment

Wednesday 19th October

19.30 - Late

£75 inc wine, cocktails, five course meal & entertainment

Everyone loves a good party and we hope you'll be able to join us for a great night to mark the end of Hospitality Exchange. Put on your party dress or don your tux, get your dancing shoes ready and come and celebrate with our new President.

A great value evening with wine and cocktails included in the ticket price as well as entertainment into the wee small hours. A party not to be missed!



Future of Tourism

Paul Flatters, Ufi Ibrahim & Kathryn Thomson

Wednesday 19th October

10.30 - 12.00

£25

Northern Ireland has to attract more visitors and increase tourism spend. We need to understand what makes people want to visit and the role each of us has to play in delivering a positive result.

Consumer analyst, Paul Flatters will look at future trends, adapting to changing consumer needs and what is happening on the global tourism front. Ufi Abraham, head of the British Hospitality Association, will cover the tourism economy and the challenges the industry is facing.

Kathryn Thompson from Northern Ireland Tourist Board will speak from this region's perspective and put the trends into a local context, outlining the specific actions NITB is taking to support the industry.

Attending this session is testament to your commitment to the future success of your business. A real investment for the genuine hospitality professional.

