



**For immediate release**

## **ASAP announces seminar programme for 2016 Serviced Apartment Convention**

The Association of Serviced Apartment Providers (ASAP), the not-for-profit trade body for the serviced apartment sector, is delighted to announce details of the seminar programme for its 2016 Convention to be held in London on Thursday 1 December.

Now in its 7<sup>th</sup> year, the ASAP Annual Convention is the sector's must-attend event of the year where this rapidly growing industry comes together for an action-packed day to hear the latest industry insights, debate future trends and network with all the key players in the sector including serviced apartment operators and agents, investors, suppliers and industry experts.

Highlights of the seminar programme include:

- **'Today's Digitally inspired traveller'**: Anthony Rawlins of Digital Visitor and Gavin Pereira, Check-in-London.com - will discuss how digital is reshaping the way people research and book travel and what brands must do to engage customers effectively. A second seminar will look at **'The growing role of brand: How to make your company a game changer'** led by Mike Brandt, author of *'Welcome to the Advertising Awesomeness'*.
- Customer service specialist Andrew McMillan of Engaging Service will lead a special seminar **'Zone in on your customers'** focussed on the need to personalise the guest experience; while a seminar on **'The Future Guest'**, will look at the evolving needs and priorities of tomorrow's guest, led by Mandy Saven of Stylus.
- **'Preparing your business for the unknown'**: Roger Gomm, Security & Crisis Management Expert and Max Thorne, JLL Hotels & Hospitality will explore how to future proof your business at this time of economic uncertainty.
- **'Be Sustainable. Be Accessible. Be profitable.'** Green Tourism CEO Jon Proctor, Chris Veitch of Access New Business and Sarah Pitt, Go Native will deliver key insights on how being more sustainable and more accessible can give companies a critical competitive edge.
- **Two seminars will major on key HR issues:** **'Without operations we are nothing'** will focus on inspiring and retaining employees in operation management with Andy Woodward, Bournemouth Hoteliers Association, Professor Jackie Watson, University of Surrey and Springboard UK. **'Wellness in the workplace'** will take an in-depth look at employee well-being and the need to develop a productive culture at work with Sally Bogle, Transcape, Rachel Suff, Chartered Institute of Personnel & Development and Jane Sunley, Purple Cubed.

The full event programme for the Convention can be viewed online:

<http://theasap.org.uk/asap-events/2016-convention-programme/>

New at the 2016 Convention is a special '**Ask the Experts**' zone where delegates will be able to obtain specific business advice from experts on a wide range of topics including:

- International marketing: VisitBritain
- Sustainability: Green Tourism; Accessibility: Tourism for All
- Careers & training: Springboard UK
- Investment: JLL Hotels & Hospitality

Tickets for the 2016 Convention can be booked online via the link below and ASAP members are advised to act quickly to secure the early-bird member tickets which are only available until 14 October:

<https://www.eventbrite.co.uk/e/the-2016-asap-annual-convention-tickets-24924836858>

**Ends**

**Further media information:**

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### **Background Information**

**ASAP: Association of Serviced Apartment Providers** is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. Our 163 members own and operate over 100,000 properties globally. Our membership also includes 18 serviced apartment agencies committed to supporting and growing the sector.

**ASAP News Hub:** 'The Voice of the sector'- <http://hub.theasap.org.uk>

The hub covers all the latest breaking news for the sector from around the world as well as interesting trends/insights in the wider travel industry. There is also the option to subscribe to receive the dedicated news hub e-newsletter (2 editions/week).

**ASAP 2016 Annual Convention:** <http://theasap.org.uk/asap-events/asap-annual-convention/>

