



2022 VISION MARKETING RESET

YOU'RE INVITED TO THE HOTEL MARKETING EVENT OF THE YEAR!

AT THE HILTON - ST GEORGE'S PARK
STAFFORDSHIRE

THURSDAY 28 APRIL 2022

On Thursday 28th April the superb £100m National Football Centre near Burton-upon-Trent, Staffordshire, plays host once again to the most important day of the year for anyone involved in marketing, sales or PR in hotels.

Make your way to this fantastic national centre and get the injection of "marketing adrenalin" that you, your colleagues and your business need, to market your hotel successfully towards 2023 and beyond.

This is your chance to mix with up to 200 marketing and sales managers, General Managers, hotel owners and key marketing suppliers, to learn how your marketing can improve, update yourself on the latest techniques in digital marketing, and see how your business can thrive in such a competitive marketplace!



The National Hotel Marketing Conference takes place from 10.00am (registration open from 9am) until 4.45pm on Thursday 28th April. This conference will see 30 expert speakers presenting on, and debating, latest techniques in hotel marketing. The conference is fully supported by the Hotel Marketing Association, and gives all delegates ample opportunity to choose from a wide range of presentations and seminars, to network with other colleagues and to meet with some of the "best-in-class" marketing agencies and consultancies who support the UK hotel sector.

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ONE INSPIRATIONAL DAY,

NATIONAL HOTEL MARKETING CONFERENCE 2022

THE HILTON AT ST. GEORGE'S PARK - THURSDAY 28 APRIL

CONFERENCE PROGRAMME & SPEAKERS



9.00am

Conference Check-in

Coffee & Pastries



10.00am

Conference Welcome & Setting the Scene

Pamela Carvell, Conference Chair and Life President of the Hotel Marketing Association



10.05am

Hotel Marketing Association '22

Petra Clayton, Chair of the Hotel Marketing Association & Creator & CEO of Custard Communications



10.10am

Keynote Speech

Andrew Denton MBE, Best Western's Comms, Content & Brand Director, and the man behind the group's award-winning NHS project during Covid



10.30am

Guest Data & Reputation Management Briefing

Thomas Landen, Senior Director of Partnerships, Revinate, one of the world's leading reputation management and eCRM companies, who will discuss the overall state of the UK/Europe market from marketing and guest feedback data.



10.45am

Market Insights 1 The Weddings Sector

Alison Hargreaves, Managing Director of Guides for Brides and a leading player in the pan-UK Wedding Taskforce



11.00am

Market Insights 2 UK Meetings & Events

Jennie Martensson, Senior Regional Manager, Hospitality for Cvent, one of the world's leading software providers to the conference and meetings sector



11.10am

The Big Interview with Amelia Harper

Amelia Harper, a former Acorn Award winner, is one of the young leading lights in hotel marketing today and is Director of Communications for Rosewood London, one of the capital's leading 5-star hotels and a former winner of the AA Hotel of the Year.



11.35am

Morning Coffee

Networking & Marketing Avenue of Excellence

12.10pm

MARKETING SEMINARS - FIRST HALF KNOW YOUR MARKETS!

Choose one of these 4 great in-depth marketing seminars:



SEMINAR A

Don't talk to the haters! Why you should adopt an alienation content strategy for your leisure hotel

With **Louise Wright**, Commercial Director and **Emma Rogers**, Head of Content for Punch Creative, and **Simon Kershaw**, Co-Founder & Director, Bike & Boot Inns



SEMINAR B

MICE Deep Dive

Into the state of the UK Meetings & Conference marketplace and opportunities for the future. With **Jennie Martensson**, Senior Regional Manager, Hospitality, for Cvent and **Caylee Unsworth**, Director of Sales for the Hilton at St George's Park



SEMINAR C

Weddings Deep Dive

A detailed look at marketing and sales conversion of weddings and allied markets for hotels across Britain. With **Nikita Thorne**, Marketing Manager of Guides for Brides and the Big Day Agency, and **Ciara Crossan**, Co-Founder & CEO of WedPro by Wedding Dates



SEMINAR D

Niche Staycation Markets

An educational look at niche markets for UK leisure hotels - with **Elliott Wakefield**, Group Marketing Director, Alexander Hotels, and **Clare Dewey**, Managing Director of Epic Road Rides and BikeBiz Woman of the Year 2020

1.00pm

Lunch, Networking & Marketing Avenue of Excellence



ONE SUPERB VENUE



2.00pm

MARKETING SEMINARS - SECOND HALF HONE YOUR SKILLS!

Choose one of these 4 great in-depth marketing seminars:



SEMINAR A

Lead to Succeed – Creating a High-Performance Team

With **Stephen Moran**, Commercial Director of Supercity Aparthotels and **Andrea McKay**, formerly Marketing Director of The Hotel Collection and now MD of Coaching Confidential



SEMINAR B

Metasearch – its part in the Digital Marketing Mix

With **Peter Cooke**, UK & Ireland Sales Manager for Net Affinity, one of the leading digital and web marketing agencies for hotels, and **Terry Kelly**, Sales & Marketing Manager, Killeavy Castle Hotel & Estate



SEMINAR C

Profit from Personalisation!

A look at opportunities to personalise your hotel website and marketing and increase conversion and profitability. With **Fiona Gillen**, Vice-President of Marketing for The Hotels Network, and **Matt McRoberts**, Digital Marketing Manager, Hastings Hotels



SEMINAR D

Use Digital Tools to Improve Guest Relationships & Drive Direct Bookings

Including **Travis Cabrera**, Regional Director for Europe, Revinate

2.55pm

MARKETING SEMINARS - EXTRA TIME! GET CREATIVE!

Choose one of these 4 great in-depth marketing seminars:



SEMINAR A

Building Brand Loyalty

With **Steve Risk**, Managing Director, Inspire Loyalty, and **Rachael Leister**, Group Marketing & Sales Manager, Devonshire Hotels & Restaurants



SEMINAR B

Game-changing Social Media for Hotels

With **Helen Laing**, Managing Director, Independent Hotel Marketing, and **Robyn Richerd**, Digital Marketer for Rudding Park, one of the north of England's finest resort hotels



SEMINAR C

Creative Packaging for UK Markets

With **Nick Hurley**, Head of Sales (Hotels) for Travelzoo, and **Gail Peters**, Head of Revenue Management, Q Hotels Collection



SEMINAR D

Turn Your Hotel into AN EXPERIENCE!

With **Anthony Rawlins**, Chief Executive of Digital Visitor, and **Heather Thornton**, Director of Sales & Marketing, BW Premier Yew Lodge Hotel



3.45pm

Afternoon Tea and into....



4.00pm

Marketing - The solution to the Staffing Crisis?

HR Marketing with **Veryan Palmer**, Director, the Headland Hotel, Newquay – Cornwall's famous 5-star hotel



4.20pm

The Big Debate – Is Hotel Marketing Sustainable?

Led by **Pamela Carvell**, HMA President, and with **Kalindi Juneja**, Chief Executive Pride of Britain Hotels

4.45pm

Close of Conference & Drinks

Reception In the Marketing Avenue of Excellence



BOOKING YOUR PLACE

NATIONAL HOTEL MARKETING CONFERENCE 2022

THE HILTON AT ST. GEORGE'S PARK - THURSDAY 28 APRIL



AN INSPIRATIONAL VENUE, THE BEST POSSIBLE

The 2022 National Hotel Marketing Conference takes place on Thursday 28th April 2022 at the most inspirational venue possible - the £100m National Football Centre at St George's Park, near Burton-upon-Trent, Staffordshire. St George's Park is easily accessible by road, from the M1 and M6, and by train to Burton-upon-Trent station, which can be reached in just over two hours from major cities including London, Bristol, Manchester and Leeds.

WHY THE CONFERENCE IS A "MUST ATTEND" EVENT...

- A strong track record - the only marketing conference for UK hotels
- Over 200 decision-makers expected this year
- 30 inspirational speakers
- Hot topics for every business working within the hotel industry
- Great content and ideas to help you fight for more business
- Creative thinking and a truly motivational atmosphere
- 100's of marketing tips to put into practice
- Superb networking and great for teambuilding
- Full conference pack and delegate list included

HOW TO RESERVE YOUR PLACE

Book online at www.hotelmarketingconference.co.uk

We'll then send you a confirmation email and further details.

If you have any questions relating to the National Hotel

Marketing Conference, please call the Conference Office on tel.

0770 291 2938 / 01904 702 165, or email [conference@](mailto:conference@thetourismbusiness.com)

thetourismbusiness.com or sarah.welsh@mosaicevents.co.uk



TICKETS

STANDARD - £245+VAT

ASSOCIATION MEMBERS - £195+VAT

Lunch, refreshments and delegate pack provided

Confirmation of your place and a VAT invoice/receipt will be issued on booking.

Book online at www.hotelmarketingconference.co.uk

Note that all payments must be received prior to the Conference taking place.

If you need an invoice with the conference organisers' Bank Details, in order to make payment by BACS, please state this.



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Please note that cancellations must be confirmed in writing before 14th April, and will be refunded minus a £25 administration charge. After that, we regret that no refunds can be made, although substitute delegates can be accepted. The organisers reserve the right to amend the programme, venue or date should circumstances arise which are beyond their control, and are not responsible for any loss or damage as a result of such amendments.