



Best Stay 2018

Conference Programme

November 8-9 2018 - Rixos Libertas Dubrovnik | November 10 2018 - Off-site Workshop

The best hospitality trends that work in practice

Overview

BEST STAY is more than a conference - it's a thrilling 3-day experience where tourism professionals from all over Europe come to exchange experiences, share ideas, meet new business partners and learn what it takes to be the best in the business. Be part of the **BEST STAY** community and meet like-minded professionals who create positive changes in the industry for the benefit of the end-user - the guest.

At Best Stay 2017 all attendees got a chance to hear from over 50 speakers who shared their knowledge and experience. Some of last years speakers included representatives from the following companies: Hotel Park Split, Kempinski Hotels, Bluesun Hotels & Resorts, HTP Orebić, Valamar Riviera, Hotel Bellevue, Radisson Blu Old Mill Hotel, AccorHotels, Dorchester Collection, Soulmade Hotel, Maistra and many more.

What sets Best Stay apart from other hospitality conferences:

- **INSPIRATIONAL SPEAKERS** - At Best Stay you will hear from over 70 speakers and panellists, who are real experts in the hotel industry and practical change-makers
- **INSPIRING ATMOSPHERE** - Let your voice be heard by participating actively in dynamic panel discussions, share your practical tips while learning from others in workshops or just relax and soak up all the knowledge during the 3 fun, inspiring days
- **NETWORKING AT ITS BEST** - Best stay offers concrete networking opportunities - Tune-in with drinks the evening before the event, join speed networking, let us pre-arrange your private 1-2-1 meetings, chat over hosted lunch tables, rock the dancefloor at our Best Stay themed party and be in to win The Networker award where you can get a prize by networking the most (details to follow shortly)
- **BEST STAY AWARDS** - We will again be celebrating the best of the best in hotel and tourism industry. Prove that your hotel, staff, innovative practice or product are unique to win a Best Stay 2018 Award and stand out in spotlight!

“Excellent conference with interesting attendees and the possibility for establishing new contacts between colleagues, with insight into most recent topics.”

- CEO, HTP Korčula, Croatia



Confirmed Advisory Board Members:

Ayhan Basci, General Manager, Rixos Libertas Dubrovnik, Croatia
Michael Caspar, General Manager, Radisson Blu Resort Split, Croatia
Sophie Clarke, Social Media Manager EMEA, Radisson Hotel Group, Belgium
Robert Gasser, General Manager, Courtyard by Marriott Belgrade City Center, Serbia
Mario Ovsenjak, General Manager, Hotel Gotham, United Kingdom
Adam Rowledge, General Manager, Georgian House, United Kingdom
Marin Kirin, General Manager, Falkensteiner Resort Borik, Croatia
Tomislav Hrala, Cluster Director of Sales & Marketing, Kempinski, Slovenia
Joze Tomaš, General Manager, Hotel Park Split, Croatia
Josipa Jakić, President of Supervisory Board, Olympia Vodice, Croatia
Andrea Glavan, General Manager, Hotel Bellevue, Mali Lošinj, Croatia
Tea Pestotnik Prebeg, Quality Sector Director, Valamar Riviera, Croatia
Leon Begić, Director of Sales and Marketing, The Westin Zagreb, Croatia

Confirmed Speakers:

Besim Agušaj, Ph.D., Hospitality and Tourism Management program Area Head, RIT Croatia, Croatia
Dragan Baričić, General Manager, Sheraton Dubrovnik Riviera Hotel, Croatia
Ayhan Basci, General Manager, Rixos Libertas Dubrovnik, Croatia
Ivan Bilandžić, Head of Revenue, Maistra, Croatia
Slavica Bogosavljević, General Manager, Holiday Inn Beograd, Serbia
Mihajlo Cakić, General Manager, Hotel Tesla Smart Stay, Serbia
Michael Caspar, General Manager, Radisson Blu Resort Split, Croatia
Sophie Clarke, Social Media Manager EMEA, Radisson Hotel Group, Belgium
Nicolai Czepluch, Director of Guest Experience, The Chedi Luštica Bay, Montenegro
Danijela Đurović, General Manager, Montenegro Stars Hotel Group, Montenegro
Tuba Ersoy, Global Human Resources Director, DO & CO Group, Austria
Luisa Fath, Human Resource Manager & Assistant to the GM, Posthotel Achenkirch, Austria
Robert Gasser, General Manager, Courtyard by Marriott Belgrade City Center, Serbia
Ana Gazić, HR Generalist SEE/Italy, Falkensteiner Hotels & Residences, Croatia
Nicolino Grigio, General Manager & COO, Italy
Enis Hadzimujic, Acting Operations Director, Novotel Sarajevo Bristol, Bosnia & Herzegovina
Martin Jones, Vice President F&B, Accor Hotels, Switzerland
Krešimir Jusup, ICT Standard Proposition & Pricing Management Expert, Croatian Telecom, Croatia
Martina Kessler, Senior HR Consultant / CEP Project Manager, SELECTIO, Croatia
Kristina Kirova, HR Manager, Aman Sveti Stefan, Montenegro
Zafiris Lampadaridis, General Manager, Mercure Belgrade Excelsior, AccorHotels, Serbia
Marinetta Molnar, HR Director, Buddha-Bar Hotel Budapest Klotild Palace, Hungary
Anastasio Naoum, General Manager, Myconian Villa Collection, Greece (TBC)
Haris Neofytidis, General Manager, Hotel Metropol Palace, Serbia
Jelena Nikolić, Revenue Manager, IN Hotel Belgrade, Serbia
Tina Odinsky Zec, Director, Innovation and Entrepreneurship Center, ZSEM, Croatia
Alexander Orlandini, Owner, Orlandini Consulting, Austria
Mario Ovsenjak, General Manager, Hotel Gotham, United Kingdom
Ivana Pačić Unković, Marketing Director, Lešić Dimitri Palace, Croatia
Yiorgos Peroutseas, General Manager, Grace Mykonos, Greece
Antonio Piantanida, Complex General Manager, HTP Orebić, Croatia
Elena Radulović, Marketing & Event Manager, Importanne Hotels & Resorts, Croatia
Adam Rowledge, General Manager, Georgian House, United Kingdom
Jurate Rudiene, General Manager, Park Inn by Radisson Kaunas, Lithuania (TBC)



Gürhan Sayar, General Manager, Lazzoni Hotel, Turkey (TBC)
Emina Sehalić, Director of Operations, Swissotel Sarajevo, Bosnia & Herzegovina
Julieta Serafimova, General Manager & Board Member, Grand Hotel Sofia, Bulgaria
Judit Sipos, Guest Relations Executive, The Ritz-Carlton Budapest, Hungary
Olivier Si-Tahar, General Manager, Holiday Inn Express Belgrade City, Serbia
Samra Softić, Sales & Marketing Manager, Hotel President Sarajevo, Bosnia & Herzegovina
Nina Stamenić, Hotel Manager, Solaris Resort, Serbia (TBC)
Lovorka Struna, Hotel Manager, Hotel Monte Mulini, Maistra, Croatia
Krešimir Šuljak, Project manager Asseco SEE, Croatia
Kristian Šustar, Chief Development Officer, UNILINE, Croatia
Joze Tomaš, General Manager, Hotel Park Split, Croatia
Živorad Vasić, HG Area Manager, InterContinental Ljubljana, Crowne Plaza Belgrade, Serbia
Lora Vasileva, Front Office Manager, Suite Hotel Sofia, Bulgaria
Ninoslav Vidović, Director of Sales, Hilton Prague Old Town, Czech Republic
Alan Williams, Owner, ServiceBrand Global Ltd, United Kingdom
Petra Zierer, Marketing & E-commerce Executive, Kempinski Palace Portorož, Slovenia
Representative, RIT Croatia
Representative, Ruckus Networks
Representative, Valamar Riviera



Draft programme for Best Stay 2018

Thursday, November 8 2018 - A vision of hospitality trends for today and tomorrow

09:00 - 10:00

Good morning sunshine - Grab your bag of goodies, name badge & coffee

10:00 – 10:10

Welcome to Best Stay 2018

Anja Profozić, Director, Proper Events & Research, Croatia

Conference Moderator: Tina Odinsky Zec, Director, Innovation and Entrepreneurship Center, ZSEM, Croatia

WHAT'S A HOT TREND THAT ACTUALLY WORKS?

10:10 – 10:30

KEYNOTE: The Influencer Game: a new era of storytelling

Speaker: Sophie Clarke, Social Media Manager EMEA, Radisson Hotel Group, Belgium

10:30 – 10:50

Case study - The Posthotel Achenkirch

Speaker: Luisa Fath, Human Resource Manager & Assistant to the GM, Posthotel Achenkirch, Austria

10:50 - 11:10

Joint presentation: Winning guests via online communication

Speaker: Representative from CISCO and Valamar Riviera

11:10 - 11:50

SUPER Panel: Searching for the ROI in trends like local, digital, simple, individual, smart

- How to adapt your hotel services to the ever changing guests demands?
- What do the guests really want?
- What are the new and innovative ways to enhance the guest experience and keep your loyal guests coming back?
- How to provide individual guest experience? What are the costs? What is the ROI?
- Debating trends vs. tradition in hospitality

Panellists: Robert Gasser, General Manager, Courtyard by Marriott Belgrade City Center, Serbia

Lovorka Struna, Hotel Manager, Hotel Monte Mulini, Maistra, Croatia

Antonio Piantanida, Complex General Manager, HTP Orebić, Croatia

Jelena Nikolić, Revenue Manager, IN Hotel Belgrade, Serbia

Olivier Si-Tahar, General Manager, Holiday Inn Express Belgrade City, Serbia

Ninoslav Vidović, Director of Sales, Hilton Prague Old Town, Czech Republic

11:50 – 12:40

Croissants & Coffee Break - powered by Julius Meinl

12:10 – 12:40

Speed Networking

12:40 - 13:00

Case study: How to attract guests 365 days a year

Speaker: Ayhan Basci, General Manager, Rixos Libertas Dubrovnik, Croatia



13:00 - 13:20

Presentation: Technologies for your hotel of the future

Speaker: **Krešimir Jusup**, ICT Standard Proposition & Pricing Management Expert, Croatian Telecom, Croatia

13:20 - 13:40

Case study

Speaker: **Tuba Ersoy**, Global Human Resources Director, DO & CO Group, Austria

13:40 – 14:40

Time to enjoy your lunch with views over the Adriatic

REWARDING YOUR GUESTS

14:40 – 15:00

Case study: Kempinski Discovery - Our story of local experience redemption

Speaker: **Petra Zierer**, Marketing & E-commerce Executive, Kempinski Palace Portorož, Slovenia

15:00 – 15:40

Panel: Pricing, promotions and revenue management 2020

- How to fully optimise your hotel's pricing strategy?
- How to be on a lookout for pricing opportunities
- Top revenue management trends to live by
- Case studies of effective revenue management
- Innovative technologies and tools for pricing and revenue management

Panelist: **Yiorgos Peroutseas**, General Manager, Grace Mykonos, Greece

Emina Sehalić, Director of Operations, Swisshotel Sarajevo, Bosnia & Herzegovina

Enis Hadžimujić, Acting Operations Director, Novotel Sarajevo Bristol, Bosnia & Herzegovina

Samra Softić, Sales & Marketing Manager, Hotel President Sarajevo, Bosnia & Herzegovina

15:40 – 16:00

Case study: Revenue Management System

Speaker: **Ivan Bilandžić**, Head of Revenue Management, Maistra, Croatia

16:00 – 16:20

Implementing custom-made software to thrill your guests and maximise your success

Speaker: **Krešimir Šuljak**, Project manager Asseco SEE, Croatia

16:20 – 16:50

Fruit & Coffee Break - powered by Julius Meinl

REWARDING YOUR STAFF

16:50 – 17:10

Case study: The Radisson Blu internship programme

Speaker: **Michael Caspar**, General Manager, Radisson Blu Resort Split, Croatia

17:10 – 17:50

SUPER Panel: How to cure the staffing headache in hospitality

- How are other countries and destinations dealing with lack of quality staff and seasonality issues
- How are other industries dealing with staff issues?
- Are internship programmes our solution? Examples from countries like Germany and Austria
- Partnership programmes amongst hotels, with universities and further



- Successfully managing your staff - “How to” tips and best practice examples
Panellists: Michael Caspar, General Manager, Radisson Blu Resort Split, Croatia
Adam Rowledge, General Manager, Georgian House, United Kingdom
Robert Gasser, General Manager, Courtyard by Marriott Belgrade City Center, Serbia
Julieta Serafimova, General Manager & Board Member, Grand Hotel Sofia, Bulgaria
Zafiris Lampadaridis, General Manager, Mercure Belgrade Excelsior, AccorHotels, Serbia
Kristina Kirova, HR Manager, Aman Sveti Stefan, Montenegro

17:50 – 18:10

Keynote: Operational Trends in Hospitality and the meaning of an Exclusive Guest's Experience

Speaker: Nicolino Grigio, General Manager & COO, Italy

18:10 – 18:15

REVIEW OF THE DAY'S CONTENT VIA PHOTOS, TWEETS & COMMENTS

18:15 - 18:30

Grabbing a glass of wine before the Best Stay 2018 Awards

18:30 – 19:00

Best Stay 2018 Awards with Wine - Applications open in September

Best Stay gathers the very best in tourism and this year we will be celebrating by awarding those that really stand out. The Award applications will be launched in September and will be open until October 19. If you would like more information about this, visit our [website](#) or contact us at andrea@proper.com.hr.

Award categories to be announced soon

19:00 - 20:30

Time to chill

20:30 BEST STAY 2018 THEMED PARTY

We are taking this year's Best Stay party to another level - expect the unexpected with themed party and exciting surprises. Party theme will be announced in September but keep your eye on our [twitter](#) for clues which we will be releasing each Friday during August.



Friday, November 9 2018 - Finding and mastering your niche

10:00 – 10:05

Flash-back to Day 1 - What did we learn yesterday?

Conference Moderator: *Tina Odinsky Zec, Director, Innovation and Entrepreneurship Center, ZSEM, Croatia*

10:05 - 10:20

How delivering a guest experience is no longer enough without a deeper emotional connection

Speaker: *Alan Williams, Owner, ServiceBrand Global Ltd, United Kingdom*

10:20 – 10:40

Case study: Standing out in a crowded space through niche marketing

Speaker: *Adam Rowledge, General Manager, Georgian House, United Kingdom*

10:40 – 11:20

Panel: All things smart and all things connected - Considering the usefulness of new trends in technology

- How do the latest technologies fit into the hotel industry?
- The evolution of IoT and 5G coming up - How is this going to change the way hotels operate? How can we plan ahead to be the first to create the “wow” effect?
- Examples of innovative thinking in hotel business
- Overcoming staff resistance to the introduction of new technologies and the role of change management in this
- How to transform new trends to competitive advantage?
- What do the different types of audiences actually want - From no internet to super fast connection

Panellists: *Lora Vasileva, Front Office Manager, Suite Hotel Sofia, Bulgaria*

Elena Radulović, Marketing & Event Manager, Importanne Hotels & Resorts, Croatia

Representative, Ruckus Networks

Gürhan Sayar, General Manager, Lazzoni Hotel, Turkey (TBC)

11:20 – 12:10

Cookies & Coffee Break - powered by Julius Meinl

11:40 – 12:10

Speed Networking

12:10 – 12:50

Panel: Guest transportation today vs. tomorrow - How to plan ahead to attract more guests in the future?

- How to win the airlines to get more flights to your destination? Tips and tricks
- Air vs. land vs. sea: Which types of transport work for which types of guests? How is this going to evolve in the future? How to prepare to put yourself in the best spot?
- The rise of electric vehicles - How is this going to change the tourism industry and how should hotels prepare?
- Which types of guests ask for additional transportation and activities involving transports such as private tours - how to create an experience that they want and even more than that?

Panellists: *Zafiris Lampadaridis, General Manager, Mercure Belgrade Excelsior, AccorHotels, Serbia*

Elena Radulović, Marketing & Event Manager, Importanne Hotels & Resorts, Croatia

Nicolai Czepluch, Director of Guest Experience, The Chedi Luštica Bay, Montenegro

Joze Tomaš, General Manager, Hotel Park Split, Croatia



12:50 – 13:10

Sponsored presentation - *Reserved*

Speaker: *Awaiting final confirmation*

13:10 – 13:30

Case study: Lešić Dimitri Palace - Destination management

Speaker: *Ivana Pačić Unković, Marketing Director, Lešić Dimitri Palace, Croatia*

13:30 – 14:20

Enjoying lunch by the Dubrovnik seaside

14:20 - 14:40

Case study: The synergy of sports events and tourism to boost guest experience

14:40 - 15:00

Sponsored presentation

15:00 – 15:20

Case study: Creating exceptional guest experience in disability friendly hotels

- What are the needs of disabled guests?
- How to further tailor the guest experience for disabled guests
- Examples of how disabled people can contribute to the hospitality industry as part of staff or partner (supplier) teams

Speaker: *Mario Ovsenjak, General Manager, Hotel Gotham, United Kingdom*

15:20 – 16:10

BEST STAY PRACTICAL WORKSHOPS

Choose your favourite topic (Marketing, F&B, Operations or Revenue Management) and join that group to discuss the topic and learn about it in detail. Drinks and refreshments will be served in conference rooms during workshops.

NEW MARKETING TRENDS IN HOSPITALITY

- What trends can we expect to see in the hospitality industry for 2019?
- Personalised marketing trends - what is the ROI?
- How to efficiently create authenticity through content marketing?

Workshop moderator: *to be confirmed*

F&B TRENDS IN HOSPITALITY

- Analysis of the newest trends in guest demands when it comes to F&B
- How are the industry leaders adapting and what can we learn from them?
- What are some of the low cost trends that could bring great value for your guests
- List of top 10 hospitality trends that will continue to challenge, disrupt and entice hotels and guests

Workshop moderator: *Alexander Orlandini, Owner, Orlandini Consulting, Austria*

REVENUE MANAGEMENT TRENDS IN HOSPITALITY

- What are the new trends in revenue strategies for hotels?
- How to make use of new trends to seize profit?

Workshop moderator: *Ivan Bilandžić, Head of Revenue Management, Maistra, Croatia*

OPERATIONAL TRENDS IN HOSPITALITY

- How to be more efficient in your everyday work?
- How to deal with difficult guests?



- Overcoming booking and payment challenges with guests from developing markets, such as India and China
- What are the specific habits, needs and wants of guests from all the different continents?
- All about the room: Communication with reception, set-out, flexibility at booking, new ideas to improve rooms

Workshop moderator: **to be confirmed**

16:10 – 16:20

The Best Networker Award & Best Exhibitor Award

For the first time at Best Stay, will be giving away 2 very special awards: One for the **Best Networker**, ie. a person who networked the most during the event, and one for the **Best Exhibitor**, a company that showcased their products or services in the best way, interacted with the audience most and impressed most of our speakers - Stay tuned for more information!

16:20 – 16:30

Exhibitor giveaway prize draw

All hotel attendees will be given an exhibition passport for which they will collect stickers when they visit an exhibitor stand. During this prize draw, all passports which are filled with exhibitor stickers will enter the draw. The winners will be given special giveaways put together by the exhibitors - **good luck!**

16:30 – 17:00

Panel: What do we expect to see in the next five to ten years in hospitality? How to get the most out of what the future brings?

- What did we learn from the workshops earlier this afternoon - What are the trends in F&B, operations, revenue management, marketing that are changing the way we used to work and how we will work in the future?
- What works and what doesn't - Which trends will survive and which will die?
- How to benefit from knowing what we know today, to plan well for the future?
- Thinking of the future technology trends and what they mean for the hotel industry (wearable technology, smart data, AI and more)
- What about "back to basics"?

Panellists: *Judit Sipos, Guest Relations Executive, The Ritz-Carlton Budapest, Hungary*

Danijela Đurović, General Manager, Montenegro Stars Hotel Group, Montenegro

Živorad Vasić, HG Area Manager, InterContinental Ljubljana, Crowne Plaza Belgrade, Serbia

Dragan Baričić, General Manager, Sheraton Dubrovnik Riviera Hotel, Croatia

Martin Jones, Vice President F&B, Accor Hotels, Switzerland

Jurate Rudiene, General Manager, Park Inn by Radisson Kaunas, Lithuania (TBC)

17:00

End of Best Stay 2018 conference programme



Saturday, November 10 2018 - Attracting and retaining talent in hospitality, with best practice examples, real-life exercises and focus on what works!

Your two day conference ticket includes Best Stay Workshop, set in a special, out of hotel location in Dubrovnik. However please note that the workshop is limited to 50 places so please tick the workshop box when you register for the event to save you a seat!

09:30 – 10:00

Registration and coffee

10:00 – 10:20

Presentation by SELECTIO

Speaker: **Martina Kessler, Senior HR Consultant / CEP Project Manager, SELECTIO, Croatia**

10:20 – 10:40

Employees and motivation as core of a balance Score

- Balance between targets, results and a perfect employee experience

Speaker: **Slavica Bogosavljević, General Manager, Holiday Inn Beograd, Serbia**

10:40 – 11:00

Case study: How we've built a great team for our hotel

11:00 – 11:30

Practice makes more perfect

- How employees can bring organisational values to life every day

Speaker: **Alan Williams, Owner, ServiceBrand Global Ltd, United Kingdom**

11:30 – 12:00

Panel: How to perfect your HR strategy based on ideas from other industries, markets and regions

- Choosing the right people and keeping them – Approach from different companies, industries, markets and regions
- Minimising staff turnover during the whole year
- Finding the right additional workers at busy times and for seasonal jobs
- Seasonal vs. all-year HR issues and how to resolve them
- What are the key regulatory issues that need to be resolved, and how to resolve them, with regards to Visa and worker laws?
- How can the Croatian tourism industry create a better strategy based on international practices?

Panellist: **Emina Sehalić, Director of Operations, Swissotel Sarajevo, Bosnia & Herzegovina**

Marinetta Molnar, HR Director, Buddha-Bar Hotel Budapest Klotild Palace, Hungary

Ana Gazić, HR Generalist SEE/Italy, Falkensteiner Hotels & Residences, Croatia

Besim Agušaj, Ph.D., Hospitality and Tourism Management program Area Head, RIT Croatia, Croatia

12:00 – 12:45

Lunch: Time for some good food and drinks

12:45 – 13:45

Roundtables - Each presenter from the previous topic will lead a roundtable discussion for a smaller group of attendees that want to join that particular topic

- Top tips for hiring the right staff
- How to effectively motivate your staff
- Successful talent management strategies and how they can be implemented

This is a draft version of the programme and is subject to change. For more information contact us at andrea@proper.com.hr

www.beststayout.com | [Best Stay video](#) | [Post show report 2017](#)



13:45 - 14:00

Snapshots of what we've all learnt in Roundtables

14:00

End of Best Stay workshop and 2018 event



"Excellent conference with a variety of topics, amazing speakers and participants and a beautiful surrounding. What differentiates Best Stay among plenty other conferences is the easiness of participating, dynamics, flexibility of the programme and excellent organization."

- General manager, Grand Hotel Bonavia, Croatia

"Thank you very much for wonderful hospitality, professional realization and a great conference!"

- Regional PR manager, German National Tourist Office, Germany

"Very interesting conference with excellent networking opportunities."

- Owner, Orlandini Consulting, Austria

"I loved the place and the hotel you chose for the event and I loved the community of international people. I was not expecting so many international colleagues of mine - I've definitely made some great contacts."

- Director of Development, Soulmade Hotels, Germany

"Such a delight being a part of Best Stay 2017. Not only was it a memorable experience, both professional and personal, but it was also invaluable in networking, learning and adding value to our current skills and knowledge."

- Owner, Dubrovnik Event, Croatia

To discuss the topics and other details, please contact:

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