

MATTER 2018

IDEAS THAT CHANGE WORLDS

9-10 SEPTEMBER 2018

BROUGHT TO
YOU BY:



HOSTED AT:



WELCOME TO MATTER 2018!

It's time to come together with your fellow PUREists and industry thought-leaders for two transformative days of idea sharing. Here's what's in store at our un-conference...

TALKS

We've assembled an inspirational line up of cross-industry speakers for you, focused on providing the insights you need to continue Changing Worlds.

WORKSHOPS

Intimate and carefully curated, these hands-on sessions dive deeper into the challenges and opportunities facing your business and the industry at large.

DISCUSSIONS

Share a topic close to your heart or a challenge you're facing before opening the floor to informal, free-flowing discussions with your fellow PUREists.

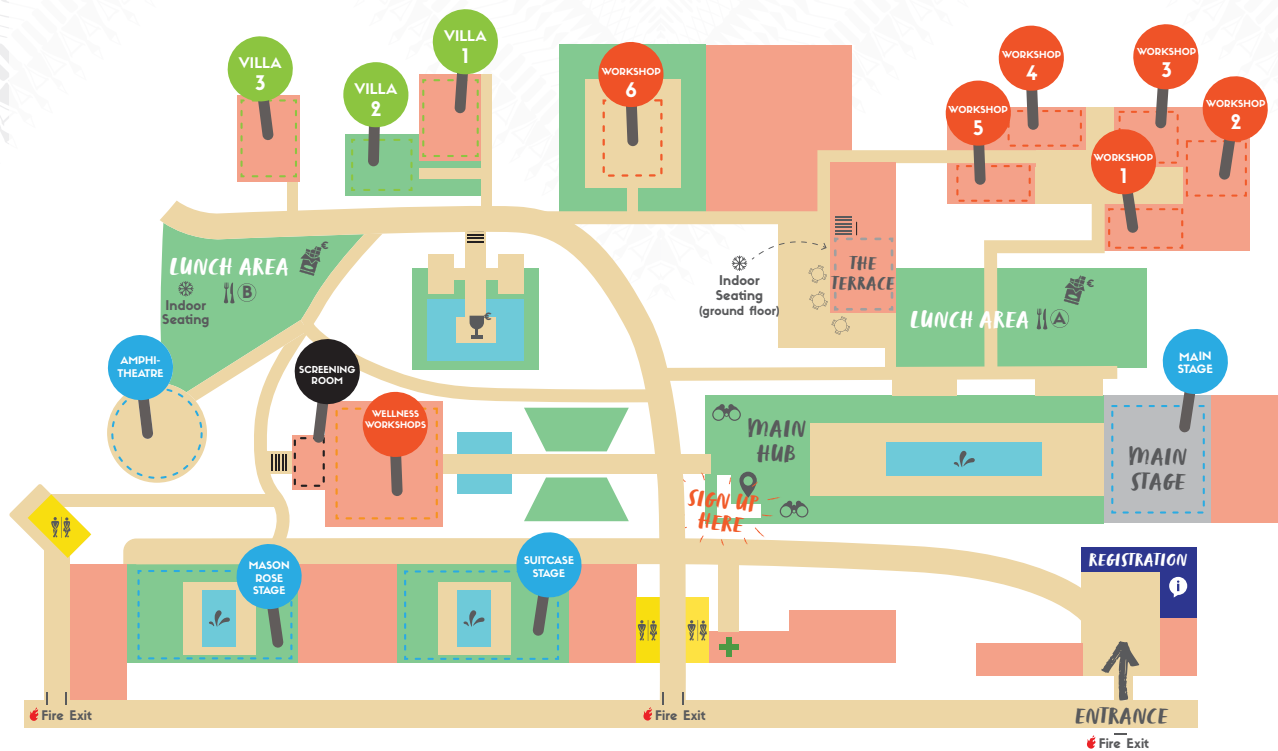
SCREENING ROOM

An ideal way to take a break while topping up on inspiration, our series of screenings will feature thought-provoking films and documentaries.

SPARK TALKS

This is your chance to hear incredible stories told in 16 slides over just five minutes, designed to spark ideas and offer insights.

FLOORPLAN



KEY:

Lunch Areas
Turn over for
more on lunches

Cash Bar

Air Conditioning

Snacks & Coffee

Swimming Pool

Toilets

Wellness Workshops
curated by Mason Rose

Screening Room

Information

Discover Me

Fire Exit

First Aid

LUNCHES

AMERICAN (1 & 12)

Pizza (Veggie/Margherita)
Cheeseburger
Caesar Wrap

ASIAN (4 & 8)

Wok (Chicken/Beef/Vegetable)
Noodles (Chicken/Beef/Vegetable)
Spring Rolls

DESSERT (7)

FRENCH (2 & 6)

Tartines — Selection of Toppings
French Fries
Mushroom & Parmesan Quiche

ITALIAN (5 & 9)

Pasta (Alfredo/Pesto/Mushroom)
Mushroom Risotto
Mozzarella Bar

MOROCCAN (10)

Batbout
Cheese Briouat
Mellaoui Pancakes

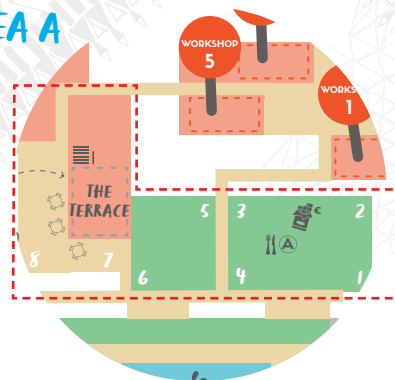
Chicken & Lemon Tagine
Vegetable Tajine
Moroccan Salads

VEGETARIAN (3 & 11)

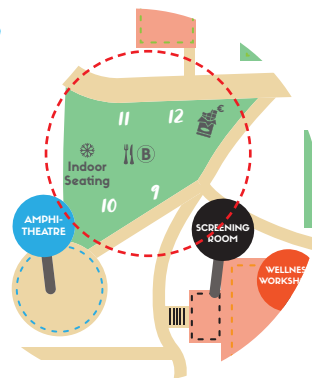
Selection of Veggie Salads
Veggie Bagels

Gluten-Free Bagels
Cooked Vegetables

AREA A



AREA B



6 WAYS TO MAKE THE MOST OF MATTER

Make every moment count with our insider's guide to maximising your time at MATTER. Follow these tips and remember – active participation is key...

01. LEAD, DON'T FOLLOW

WHAT: MATTER is an un-conference – informal discussions are at its core! If you've got a burning question for your fellow PUREists, sign up to lead a Discussion session.

WHEN: Monday, 12:00-12:40; claim your Discussion spot by Monday 11:00 in the main hub.

Find out more about Discussions on page 17.

02. CATCH SOME CULTURE

WHAT: Kick back, but keep your mind whirring. We'll be screening a handpicked, can't-miss selection of thought-provoking films on topics close to our hearts, from conservation to innovation.

WHEN: Sunday & Monday; check the chalkboard in the main hub for screening times.

03. UNWIND YOUR MIND

WHAT: MATTER requires serious brainpower – so dropping by the Wellness Workshops, curated by Mason Rose, or the Tourism Australia pod, in the main hub, for a head and hand massage is essential.

WHEN: Sunday & Monday, all day

Find out more about Wellness Workshops on page 10 and 14.

04. BE AN EARLY BIRD

WHAT: All workshops are first come, first serve. Once you've planned your schedule, show up and get seated at least five minutes before to make sure you don't miss out.

WHEN: Sunday, 16:00 – 19:30 & Monday, 10:00 – 16:00

Find out more about Workshops on page 10 and 14.

05. STAY HYDRATED

WHAT: Marrakech in September is seriously sunny. Keep your cool with our outdoor bar, free water dispensers and a refreshing dip in The Source's mountain-view pool.

WHEN: Sunday & Monday, all day

06. MAKE A LUNCH DATE

WHAT: MATTER's all-new lunch menus have been specially designed to fuel your mind and delight your taste buds. With seven irresistible cuisines to sample and explore, they're best enjoyed alfresco.

WHEN: Monday, 12.40 – 14.30

Find out more on page 4.

SUNDAY TALKS



KEYNOTE
JIMMY WALES
Wikipedia Founder
at 15:00 on the
Main Stage
See page 19.

	MAIN STAGE	AMPHITHEATRE
16:00-16:40	CRAFTING THE EXCEPTIONAL: How to Create The Ultimate Customer Experience <i>Andy Lark</i>	EAT LOCAL, THINK GLOBAL: How F&B Can Supercharge Your ROI <i>Cheila Gibbs</i>
17:00-17:40	RISK AND REWARD: How to Channel Adventure and Exploration in Luxury Travel <i>George Bullard</i>	FROM THE GROUND UP: How to Build an Independent Hotel <i>Tanya Rose, Maria Pajares and Emilie Hall</i>
18:00-18:40	THE MATTER TECH PANEL: How Apps Are Transforming the Way we Travel <i>Gabbi Cahane, Joey Kotkins, Fuchsia Sims and Jonathan Thompson</i>	BUILDING TRUST IN TRAVEL: Whose Advice Should You Follow? <i>Juliet Kinsman</i>

MASON ROSE STAGE	SUITCASE STAGE
BEYOND THE HOTEL GYM: The Future of Fitness in Hospitality <i>Harry Jameson</i>	HOTELS BY DESIGN: How to Connect Hospitality with Nature <i>Louis Thompson</i>
HEALTHY BUSINESS: How to Build an Effective Wellness Concept <i>Greg Payne and Harry Jameson</i>	MYSTERY SPEAKER Check the chalkboards (and your email!) for up-to-date details on this surprise session. Trust us – they're worth the wait...
THE NEXT BIG THING: Trends in Wellness Travel <i>Suzanne Duckett, Stella Photi, Leah Howe, Tanya Rose</i>	BRAVE NEW WORLDS: How to Make Brand Building More Immersive <i>Charlotte Rey</i>

SUNDAY

WORKSHOPS

	WORKSHOP 1	WORKSHOP 2	WORKSHOP 3	WORKSHOP 4	WORKSHOP 5	WORKSHOP 6	WELLNESS WORKSHOPS
16:00-17:30	TALKING ABOUT MY GENERATION: How to Communicate With a Millennial Audience <i>Charlotte Rey</i>	WINNING NEW BUSINESS: The Next Steps for Boosting Your Bottom Line <i>Cindy Novotny</i>	VISUAL EFFECTS: How Good Design Can Drive Your Bottom Line <i>Nathan Aylott</i>	LIFTING THE CURTAIN ON PERFORMANCE ART: How to Create Immersive Experiences for Your Brand <i>Annie Saunders</i>	MAKING SUSTAINABILITY SEXY: How to Maximise Your Sustainability Strategy <i>Francisca Kellett</i>	POP-UP WORKSHOPS: Check the chalkboards daily to find out what's on at our spontaneous sessions	WHY WELLNESS WORKS: How a Retreat Will Transform Your Business <i>Cornelius O'Shaughnessy, Stella Photi and Leah Howe</i>
18:00-19:30	PORTION CONTROL: How to Stop F&B Draining Your Profit <i>Cheila Gibbs</i>	WINNING NEW BUSINESS: The Next Steps for Boosting Your Bottom Line <i>Cindy Novotny</i>	SOCIAL MEDIA AND LUXURY TRAVEL: How to Stay Ahead <i>Emilie Hall</i>	LIFTING THE CURTAIN ON PERFORMANCE ART: How to Create Immersive Experiences for Your Brand <i>Annie Saunders</i>	MAKING SUSTAINABILITY SEXY: How to maximise your sustainability strategy <i>Francisca Kellett</i>		WHY WELLNESS WORKS: How a Retreat Will Transform Your Business <i>Cornelius O'Shaughnessy</i>

MONDAY TALKS



KEYNOTE
CHRIS SHELDRIK
what3words Founder
at 15:30 on the
Main Stage
See page 33.

	MAIN STAGE	AMPHITHEATRE
10:00-10:40	TO INFINITY AND BEYOND: How Sustainable Skies Will Transform Experiential Travel <i>Carl-Oscar Lawaczek and Massimiliano Pinucci</i>	FROM LOCAL FARM TO LUXURY RETREAT: How to Create a 20-Year Sustainability Plan <i>José Uva</i>
11:00-11:40	WINNING NEW BUSINESS: The Key Skills you Need to Grow Your Revenue <i>Cindy Novotny</i>	TELL NOT SELL: How to Engage Consumers With Effective Social Media <i>Juliet Kinsman and Emilie Hall</i>
14:30-15:10	DESIGNING FOR DIVERSITY: How Business Can Enhance Their Performance Through Gender Equality <i>Tamsin Jones</i>	GAMIFICATION AND THE MILLENNIAL MINDSET: Can They Save Us From Overtourism? <i>Fuchsia Sims</i>

MASON ROSE STAGE	SUITCASE STAGE
WORKPLACE WELLNESS: Why Happy Teams Deliver the Best Results <i>Tracey Woodward, Yvonne Wake</i>	PEOPLE POWER: How to Create and Maintain Your Community <i>Otegha Uwagba</i>
BEYOND WELLNESS: The Value of Retreats <i>Cornelius O'Shaughnessy, Stella Photi, Leah Howe and Suzanne Duckett</i>	BETWEEN THE SHEETS: How to Make Sleep Sexy <i>Molly Goddard</i>
DESTINATION MANAGEMENT: The Importance of 'Sense of Place' in Wellness <i>Alice Tourbier, Nikhil Kapur and Aldo Melpignano</i>	HOME GROWN: How to Authentically Tap Into Local Creative Culture <i>Charaf El Mansouri</i>

MONDAY

WORKSHOPS

	WORKSHOP 1	WORKSHOP 2	WORKSHOP 3	WORKSHOP 4	WORKSHOP 5	WORKSHOP 6	WELLNESS WORKSHOPS
10:00-11:30	CLEAR AND SIMPLE: Building Brand Success Through Relatable Content <i>Louise Beveridge</i>	DESIRE, DOUBT AND DISSATISFACTION: How to Architect Peak Customer Experiences <i>Andy Lark</i>	VISUAL EFFECTS: How Good Design Can Drive Your Bottom Line <i>Nathan Aylott</i>	BACK TO BASICS: How to Rediscover Your Brand Mission <i>Gabbi Cahane</i>	HOW TO BE A FIVE-STAR SUPPLIER: From Pitch to Partnership <i>Eliza Harris</i>	POP-UP WORKSHOPS: Check the chalkboards daily to find out what's on at our spontaneous sessions	BEYOND MEDITATION: How to Build Your Own Wellness Concept <i>Greg Payne and Harry Jameson</i>
12:00-13:30	CLEAR AND SIMPLE: Building Brand Success Through Relatable Content <i>Louise Beveridge</i>	DESIRE, DOUBT AND DISSATISFACTION: How to Architect Peak Customer Experiences <i>Andy Lark</i>	SOCIAL MEDIA AND LUXURY: How to Stay Ahead <i>Emilie Hall</i>	BACK TO BASICS: How to Rediscover Your Brand Mission <i>Gabbi Cahane</i>	SALES AND STORYTELLING: How to Make Your Boutique Hotel Flourish <i>Tanya Rose and Maria Pajares</i>		BEYOND MEDITATION: How to Build Your Own Wellness Concept <i>Greg Payne and Harry Jameson</i>
14:30-16:00	This will be a repeat of one of our most popular workshops, so be sure to check the chalkboards in the main hub to find out what's on.	WINNING NEW BUSINESS: The Next Steps for Boosting Your Bottom Line <i>Cindy Novotny</i>	SOCIAL MEDIA AND LUXURY: How to Stay Ahead <i>Emilie Hall</i>	This will be a repeat of one of our most popular workshops, so be sure to check the chalkboards in the main hub to find out what's on.	SALES AND STORYTELLING: How to Make Your Boutique Hotel Flourish <i>Tanya Rose and Maria Pajares</i>		PUTTING YOUR BEST FACE FORWARD: The Power of Aromatherapy and Restorative Techniques in the Workplace <i>Tracey Woodward and Yvonne Wake</i>

SPARK TALKS



A million miles from your traditional conference address, SPARK talks are short, sharp and succinct presentations that cut to the core of the topic chosen by the speaker. They're about telling a story in 16 slides over 5 minutes (that's 1 slide automatically changing every 18 seconds!).

The talks will touch on a range of issues – from marketing tips to grassroots initiatives to tech innovations – that will spark ideas and insights from the community.

Be prepared for interest, intrigue and plenty of inspiration.



SCREENING ROOM

Sit back and enjoy the view: throughout MATTER, we'll be screening thought-provoking documentaries and films on topics close to MATTER's heart, from conservation to wellness and innovation.

Be sure to check the chalk boards in the main hub for screening times.

DISCUSSIONS



This is your chance to take the initiative, define the debate and start Changing Worlds. If there's a topic close to your heart or a challenge your business is facing, use this opportunity to tap in to the wider wisdom of our community.

To sign up and host a session, simply write your topic on the Discussion chalkboard by the main stage by 11:00 on Monday along with

your name. You'll then spend five minutes briefly introducing the subject before opening the floor to an intimate group of fellow attendees, who will challenge, question and deliberate it further – tangents welcome.

If you want to be part of the debate but don't have a topic to share, that's fine too – just check the chalkboard to see which one you'd like to join and where you'll need to be to take part. Discussion sessions are a great way not only to hear enlightened perspectives, but also to meet new faces – and share more than just business cards.

SUNDAY BREAKDOWN

KEYNOTE 15:00-15:45

JIMMY WALES

Wikipedia Founder

Clickbait, Fake News and the Fight For Truth: Big Data and the Power of Community



Jimmy will address the elephant in the big tech room: how data, specifically in the form of programmatic advertising, has lead to the proliferation of fake news and clickbait journalism – with drastic political

consequences across the globe. He will also explore how real communities are leading the charge in fighting back in an attempt to restore quality and transparency – including one of the biggest online communities in the world, Wikipedia.

Named one of TIME's '100 most influential people' and creator of the fifth-most-popular website in the world, Jimmy is a visionary in every sense of the word – and the founder of Wikipedia, the Wikimedia Foundation and WikiTribune, a groundbreaking platform that produces only evidence-based journalism. We can't wait for him to bring his masterful presence, unique vision and singular entrepreneurial spirit as a keynote speaker to MATTER.

SUNDAY TALKS

16:00

ANDY LARK

MAIN STAGE

CRAFTING THE EXCEPTIONAL:

How to Create the Ultimate Customer Experience

Award-winning marketing strategist Andy Lark will explore real-world examples of how companies in other industries have created sustainable differentiation – and billions of dollars in value – by using a unique lens to understand the needs and wants of their customers. Drawing on his own work with airline operators and some of Australia and New Zealand's premium experiential brands, Andy will unveil the art behind the ultimate experience.

This talk is brought to you by Tourism Australia.

CHEILA GIBBS

AMPHITHEATRE

EAT LOCAL, THINK GLOBAL:

How F&B Can Supercharge Your ROI

Never has food been so fad-driven: what is en vogue one day can feel passé the next (see: freakshakes) so how can hotels create a food and beverage strategy that sticks? Let Cheila show you how to leverage your F&B offering so it feels authentic, appears cutting-edge and tastes as good as it looks – including understanding your customers' expectations; measuring yourself against – and bettering – your competitors; altering your menu to maximise ROI; and capitalising on the ever-growing trend for seeking local, independent culinary experiences.

SUNDAY TALKS

16:00

HARRY JAMESON

MASON ROSE STAGE

BEYOND THE HOTEL GYM:

The Future of Fitness in Hospitality

Harry will chart the evolution of the hotel fitness offering and where it fits into the wider discussion around 'wellness'. You'll learn how to incorporate fitness in an authentic yet inspiring way that makes sense for your business, as well as how to make it an altogether more human experience as guests look to disconnect from business – and reconnect with themselves.

LOUIS THOMPSON

SUITCASE STAGE

HOTELS BY DESIGN:

How to Connect Hospitality With Nature

Louis will explore biophilic design, regenerative landscaping and permaculture in relation to hotel development, the guest experience and community wellbeing. The talk will discuss innovative hospitality models that shift the focus from traditional built hardware to invest in the guest experience, developed in partnership with local communities. By working in tandem with their surroundings, hotels can offer unique experiences of specific locations, as opposed to simulated representations of local culture.

SUNDAY TALKS

17:00

GEORGE BULLARD

MAIN STAGE

RISK AND REWARD:

How to Channel Adventure and Exploration in Luxury Travel

Having spent the majority of his life undertaking gruelling adventures in the most inhospitable parts of the planet, George Bullard understands the power of this type of exploration and knows how profound the effects are. His eye-opening talk will look at how to bring those risky but rewarding experiences to the luxury travel industry.

TANYA ROSE, MARIA PAJARES AND EMILIE HALL

AMPHITHEATRE

FROM THE GROUND UP:

How to Build an Independent Hotel

As the founder of luxury hotel PR agency Mason Rose, Tanya Rose and her team of experts know a thing or two about making a boutique hotel a storming success story. Three specialists (from PR, sales and digital) will explore how a 360-approach to PR, sales, partnerships, and digital communications is the secret sauce to ensuring independent hotels can flourish.

SUNDAY TALKS

17:00

GREG PAYNE AND HARRY JAMESON

MASON ROSE STAGE

HEALTHY BUSINESS:

How to Build an Effective Wellness Concept

Tapping in to this affluent market, this talk will explore the ways in which a thoughtful, clearly defined wellness concept can be a strong revenue stream when integrated into your property's offering or travel experience. You'll leave with a creative (and structured!) plan for moving forward with your own wellness concept.

MYSTERY SPEAKER

SUITCASE STAGE

Check the chalkboards (and your email!) for up-to-date details on this surprise session. Trust us – they're worth the wait...

**MORE ON THE
NEXT PAGE >>**

SUNDAY TALKS

18:00

**GABBI CAHANE. JOEY KOTKINS.
FUCHSIA SIMS AND JONATHAN THOMPSON**

MAIN STAGE

THE MATTER TECH PANEL:

How Apps Are Transforming the Way we Travel

If you've booked a flight, connected with a client or wandered around a new city recently, chances are you did it via smartphone, and you're not alone: in 2017, downloads of travel apps jumped 20 per cent. Drawing on techsperts from across industries, the panel will explore how a new generation of apps are transforming and disrupting the way we travel – and how brands can best navigate AI; VR; and a mobile-first landscape. The future is in your pocket...

JULIET KINSMAN

AMPHITHEATRE

BUILDING TRUST IN TRAVEL:

Whose Advice Should You Follow?

In a world of blog saturation, fake news and dubious 'influencers', who can you really trust for travel advice? During her eye-opening talk Juliet will dive into this issue of information, looking at why some brands are trusted more than others and how to make sure yours is one of them.

SUNDAY TALKS

18:00

**SUZANNE DUCKETT. STELLA PHOTI.
LEAH HOWE AND TANYA ROSE**

MASON ROSE STAGE

THE NEXT BIG THING:

Trends in Wellness Travel

Understanding the savvy wellness-traveller: what are the latest developments and the future direction of this rapidly growing, multi-billion dollar industry, and how can businesses take steps to future-proof and innovate for long-term success when implementing wellness programmes?

CHARLOTTE REY

SUITCASE STAGE

BRAVE NEW WORLDS:

How to Make Brand Building More Immersive

Single-track storytelling is no longer enough to distinguish pioneering brands – instead they must construct entire ecosystems drawing on culture, collaboration and education to win the hearts and minds of their customers. Charlotte will use her experiences creating products, films, books and pop-up events for brands ranging from Bulgari and Bentley to KITRI and Museo Mario Testino to provide future-facing insights into how to stay true to your core message while executing it with common sense and a flair for artistic, 360-degree storytelling.

SUNDAY WORKSHOPS

WORKSHOP 1

CHARLOTTE REY

16:00 - 17:30

TALKING ABOUT MY GENERATION:

How to Communicate with a Millennial Audience

Forget single-strand branding – today's multi-hyphenate millennials demand an equally multifaceted approach. But how to speak to this increasingly diverse demographic? Enter Charlotte Rey of creative consultancy Campbell-Rey, who enable brands to communicate more uniquely – and authentically. In this detailed and interactive workshop Charlotte will walk you through the 5 things millennials respond, desire and pay attention to, equipping you with the tools you need to ensure your brand can cut through the noise.

CHEILA GIBBS

18:00-19:30

PORTION CONTROL:

How to Stop F&B Draining Your Profit

The mind behind some of London's most buzzed-about restaurants, including Burger & Lobster and Dean Street Townhouse, Cheila Gibbs will share exclusive insights into how to make better food & beverage decisions. From labour costs to measuring your beverages, portion control to dealing with suppliers, you'll leave this can't-miss workshop equipped with the tools to help you make F&B an invaluable (and cost-effective) asset to your business.

SUNDAY WORKSHOPS

WORKSHOP 2

CINDY NOVOTNY

16:00-17:30 and 18:00-19:30

WINNING NEW BUSINESS:

The Next Steps for Boosting Your Bottom Line

Cindy's workshop will drill down into the specific next steps needed to drive your overall sales and revenue. With an emphasis on tangible, targeted actions that apply to luxury travel, you'll leave her session with a plan to challenge the status quo and start stepping up your results.

WORKSHOP 3

NATHAN AYLOTT

16:00-17:30

VISUAL EFFECTS:

How Good Design Can Drive Your Bottom Line

This workshop will take a deep-dive into the power of design – and how taking a carefully considered, groundbreaking approach to graphics can benefit both brands and business owners. Nathan Aylott, co-founder of architectural interiors agency Aylott & Van Tromp, will explore all aspects of design from the product life cycle to luxury branding; the close relationship between interior design and customer experience; and the future of hotel interior design. The workshop will also include an informal Q&A session.

SUNDAY WORKSHOPS

WORKSHOP 3

EMILIE HALL

18:00-19:30

SOCIAL MEDIA AND LUXURY:

How to Stay Ahead

Emilie's workshop session will look at how luxury travel can use social media to drive engagement, bookings and brand loyalty in a way that stays true to their offering. She will look at the practical steps required to utilise this revolutionary platform, and put marketing principles into practice.

WORKSHOP 4

ANNIE SAUNDERS

16:00 - 17:30 and 18:00-19:30

LIFTING THE CURTAIN ON PERFORMANCE ART:

How to Create Immersive Experiences for Your Brand

A rare chance to discover how immersive experiences are conceived and created, join us for a hands-on workshop led by performance artist, Annie Saunders. She will break down the process of creating an immersive event, from conception to performance. For anyone interested in how to create impactful brand experiences in a live environment, this workshop will lift the curtain on a fascinating process.

SUNDAY WORKSHOPS

WORKSHOP 5

FRANCISCA KELLETT

16:00 - 17:30 and 18:00-19:30

MAKING SUSTAINABILITY SEXY:

How to Maximise Your Sustainability Strategy

Are you struggling to tell your guests about your sustainability efforts? Is your company or property doing brilliant things but not shouting about them? Francisca Kellett will show you how to talk to your customers to get them more engaged and increase donations. She will also talk about how to make your green credentials part of your overall brand.

**MORE ON THE
NEXT PAGE >>**

SUNDAY WORKSHOPS

WORKSHOP 6

POP-UP WORKSHOPS:

Check the chalkboards daily to find out what's on at our spontaneous sessions.

WELLNESS WORKSHOPS

CURATED BY MASON ROSE

CORNELIUS O'SHAUGHNESSY.

STELLA PHOTI AND LEAH HOWE

16:00-17:30 and 18:00-19:30

WHY WELLNESS WORKS

How a Retreat Will Transform Your Business

Join wellness visionaries from Equinox, Wellbeing Escapes and Bodhimaya for a deeper dive into the perks of integrating a wellness retreat into your brand's offering. Interactive and intimate, this workshop will help you decide whether a wellness retreat is right for your business; how to go about putting one together; and what steps to take to guarantee a strong ROI.

MONDAY BREAKDOWN

KEYNOTE 15:30-16:20

CHRIS SHELDRIK

what3words Founder



THREE LITTLE WORDS: Putting Amazing Locations on the Map

In this short talk about a big idea, Chris Sheldrick will discuss the implications of giving every location on earth an accurate address – from faster and easier travel to delivering hot pizza and sending aid to disaster

zones. Learn about the sectors embracing what3words, what the future looks like, and how the unusual addressing system is starting to make waves in the travel and tourism industry.

Chris Sheldrick is the co-founder and CEO of what3words, the simplest way to communicate your location. The UK-based company solves the problem that roughly 75% of the world faces: inconsistent, complicated, poor, or no addressing. By carving the global map up into 57 trillion 3m x 3m squares, what3words created a universal addressing system that uses a unique string of three words to specify any location.

MONDAY TALKS

10:00

CARL-OSCAR LAWACZECK AND MASSIMILIANO PINUCCI

MAIN STAGE

TO INFINITY AND BEYOND:

How Sustainable Skies Will Transform Experiential Travel

Discover the new frontier in sustainable aviation: airships. Shake off any preconceptions; the airships of 2018 are both practical and luxurious. Tapping in to his considerable experience in private aviation, Massimiliano will explore the limitless possibilities of sustainable mobility – and how it's set to be a game changer for experiential travel.

JOSÉ UVA

AMPHITHEATRE

FROM LOCAL FARM TO LUXURY RETREAT:

How to Create a 20-Year Sustainability Plan

Discover the fascinating story behind one of Portugal's most sought-after luxury hotels, São Lourenço do Barrocal in Alentejo. Dating back to 1820, José Uva spent 14 years transforming a rural farming village into a sprawling rustic retreat that now regularly appears on lists of the world's best hotels. Developing a 20-year approach to self-sustainability and embracing the local population of farmers, craftspeople and teachers, this talk will be an engaging insight into a new way of doing hospitality.

MONDAY TALKS

10:00

TRACEY WOODWARD AND YVONNE WAKE

MASON ROSE STAGE

WORKPLACE WELLNESS:

Why Happy Teams Deliver the Best Results

Your team is your best asset and the most visible part of your business: so nurturing happy workers should be a priority for all of us. This panel will help you to develop 'the people who look after the people', from understanding the links between team and guest behaviour to delivering authentic and meaningful experiences that inspire guests and ensure their return.

OTEGHA UWAGBA

SUITCASE STAGE

PEOPLE POWER:

How to Create and Maintain Your Community

The topic of community has become something of a buzzword of late within creative and business circles – and with good reason. More and more, brands are waking up to the reality that gaining traction requires more than just selling a product or service, with the smartest businesses recognising the importance of cultivating engaged online and offline communities as a way of boosting their brands. Women Who founder Otegha Uwagba will use her background working within some of London's top advertising agencies and experience of creating a creative community of her own to explore how best businesses can build and maintain thriving communities.

MONDAY TALKS

11:00

CINDY NOVOTNY

MAIN STAGE

WINNING NEW BUSINESS:

The Key Skills You Need to Grow Your Revenue

In luxury travel, the ability to showcase a truly unique hotel, property or destination sets companies apart from the competition. So how do you convert interest into sales? Cindy's talk will share the techniques required to win more business, looking at how to increase bookings and sales revenue by creating a proven sales process for your business while growing existing relationships and finding new clients.

JULIET KINSMAN AND

EMILIE HALL

AMPHITHEATRE

TELL NOT SELL:

How to Engage Consumers With Effective Social Media

Social media can be one of the most powerful tools in business. The opportunities to inspire, educate and converse are endless, but how can brands stand out in a rapidly saturating market of savvy consumers? Emilie and Juliet will discuss the perils and possibilities of influencer marketing for the luxury travel industry, how to translate the quality of your offline experience into your customer's digital experience, and how to speak in language that encourages engagement rather than tuning out.

MONDAY TALKS

11:00

CORNELIUS O'SHAUGHNESSY, STELLA PHOTO.

LEAH HOWE AND SUZANNE DUCKETT

MASON ROSE STAGE

BEYOND WELLNESS:

The Value of Retreats

Our panel of wellness experts will explore the ways in which, when carefully-considered, wellness retreats can drive revenue, extend room nights, bolster off-peak seasons and deliver meaningful experiences that help a hotel or resort's positioning. The panel will help you decide whether a wellness retreat is right for your business; how to go about putting one together; and what steps to take to guarantee a strong ROI.

MOLLY GODDARD

SUITCASE STAGE

BETWEEN THE SHEETS:

How to Make Sleep Sexy

In our age of burnout and overtime, the quest for a good night's sleep is becoming increasingly important – research shows that a quality night of catching zzzs can help boost our creativity, emotional wellbeing and ability to cope with the waking world. Molly will use her experience at the helm of luxury nightwear brand Desmond & Dempsey to explore how travel brands can both turn sleep into an art form and communicate the power of lounging in a creative, inspiring way.

MONDAY TALKS

14:30

TAMSIN JONES

MAIN STAGE

DESIGNING FOR DIVERSITY:

How Business Can Enhance Their Performance Through Gender Equality

Calls for gender diversity are growing louder, which gives businesses a unique opportunity to create inclusive, dynamic spaces and experiences. This talk tells the story of how and why companies are struggling with diversity, why this is not exclusively a women's issue, and highlights practical tips that can make a real difference.

This talk is curated by Tourism Australia.

FUCHSIA SIMS

AMPHITHEATRE

GAMIFICATION AND THE MILLENNIAL MINDSET:

Can They Save Us From Overtourism?

With over 3 million travellers crossing international borders every day – a number set to double by 2030 – we have to ask whether our environments and cultures are resilient enough to withstand the flood. In this engaging and insightful talk, adventure junky and marketing expert Fuchsia Sims unpacks the millennial mindset, now the biggest and highest earning demographic on the planet, and looks at how making sustainability a game could help reinvent the way the world travels.

MONDAY TALKS

14:30

**ALICE TOURBIER, NIKHIL KAPUR
AND ALDO MELPIGNANO**

MASON ROSE STAGE

DESTINATION MANAGEMENT:

The Importance of 'Sense of Place' in Wellness

This talk will offer perspectives on how a destination can be integral to building a unique wellbeing concept. From using your location to your advantage to finding inspiration locally to develop authentic therapies, this panel will explore the relationship between place and your business model.

CHARAF EL MANSOURI

SUITCASE STAGE

HOME GROWN:

How to Authentically Tap Into Local Creative Culture

The number of travel brands, hotels and tour operators who claim to offer an "insider perspective of local culture" has never been greater – however, how many are truly offering an insight into (as well as giving back to) the communities they highlight? Charaf will use his background in curating travel experiences with Moroccan creatives to explore what constitutes a community, the role of storytelling, how to support local creative culture, and the worrying exoticisation of local trends as opposed to a true appreciation of their cultural value. He will also offer solutions as to how travel brands can work with the local creative community in a way that is enriching for both parties.

MONDAY WORKSHOPS

WORKSHOP 1

LOUISE BEVERIDGE

10:00-11:30 AND 12:00-13:30

CLEAR AND SIMPLE:

Building Brand Success Through Relatable Content

The Internet has drastically increased the quantity and speed of information and decision-making we're faced with, both personally and professionally, but the human mind can only rationalise so much information each day. Brands are more essential than ever as they serve as a reference, a short hand, a decision facilitator. Louise's workshop will look at how to cut through the noise, sharpen up your brand message and make it easy to understand by asking what offer, benefit and purpose you bring to consumers.

14:30-16:00

This will be a repeat of one of our most popular workshops, so be sure to check the chalkboards in the main hub to find out what's on.

MONDAY WORKSHOPS

WORKSHOP 2

ANDY LARK

10:00-11:30 AND 12:00-13:30

DESIRE, DOUBT AND DISSATISFACTION:

How to Architect Peak Customer Experiences

Moments of doubt, desire and dissatisfaction – aka MODs – are the target zone for architecting peak customer experiences, with many of the world's most successful brands being built through them. Taking highlights from his talk, Andy will walk you through how to architect experiences based on the MODs, using customer journeys, experience maps and other tools to define what 'better, special and different' mean for your business and customer.

CINDY NOVOTNY

14:30-16:00

WINNING NEW BUSINESS:

The Next Steps for Boosting Your Bottom Line

Cindy's workshop will drill down into the specific next steps needed to drive your overall sales and revenue. With an emphasis on tangible, targeted actions that apply to luxury travel, you'll leave her session with a plan to challenge the status quo and start stepping up your results.

MONDAY WORKSHOPS

WORKSHOP 3

NATHAN AYLOTT

10:00-11:30

VISUAL EFFECTS:

How Good Design Can Drive Your Bottom Line

This workshop will take a deep-dive into the power of design – and how taking a carefully considered, groundbreaking approach to graphics can benefit both brands and business owners. Nathan Aylott, co-founder of architectural interiors agency Aylott & Van Tromp, will explore all aspects of design from the product life cycle to luxury branding; the close relationship between interior design and customer experience; and the future of hotel interior design. The workshop will also include an informal Q&A session.

EMILIE HALL

12:00-13:30 and 14:30-16:00

SOCIAL MEDIA AND LUXURY TRAVEL:

How to Stay Ahead

Following on from her talk on digital marketing with Juliet Kinsman, Emilie's workshop session will look at how luxury travel can use social media to drive engagement, bookings and brand loyalty in a way that stays true to their offering. She will look at the practical steps required to utilise this revolutionary platform, and put marketing principles into practice.

MONDAY WORKSHOPS

WORKSHOP 4

GABBI CAHANE

10:00-11:30 AND 12:00-13:30

BACK TO BASICS:

How to Rediscover Your Brand Mission

Take it back to the start with Gabbi Cahane, angel investor and entrepreneur, as he leads a dynamic workshop on how to reignite your brand's purpose and drive renewed growth. If your foundational principles have become muddled – or you're struggling to remember why you started your business in the first place – Gabbi will demonstrate techniques on how developing clarity on your brand's mission can realign, scale growth and restore purpose.

14:30-16:00

This will be a repeat of one of our most popular workshops, so be sure to check the chalkboards in the main hub to find out what's on.

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MONDAY WORKSHOPS

WORKSHOP 5

ELIZA HARRIS

10:00-11:30

HOW TO BE A FIVE-STAR SUPPLIER:

From Pitch to Partnership

Eliza will workshop you through every step of the process, from pitching buyers at travel shows; expectations of an operations team; tips on hosting an exceptional fam trip; and how to make an office visit as efficient and effective as possible. She will not only focus on how to become a service provider, but also how to nail the art of forming a smooth, mutually beneficial partnership.

TANYA ROSE AND MARIA PAJARES

12:00-13:30 AND 14:30-16:00

SALES AND STORYTELLING:

How to Make Your Boutique Hotel Flourish

Let Tanya Rose, founder of luxury hotel PR agency Mason Rose, and her highly experienced team guide you through a deep-dive into the building a successful luxury hotel business. This intimate workshop will take a candid look at specific challenges faced by today's independent hoteliers, to help them find the best way to prioritise, promote themselves and tell their stories in a way that resonates.

WORKSHOP 6

POP UP WORKSHOPS

Check the chalkboards daily to find out what's on at our spontaneous sessions.

MONDAY WORKSHOPS

WELLNESS WORKSHOPS

CURATED BY MASON ROSE

GREG PAYNE AND HARRY JAMESON

10:00-11:30 and 12:00-13:30

BEYOND MEDITATION:

How to Build your own Wellness Concept

Join Greg Payne, spa and wellness consultant to hotel brands including Aman, and Harry Jameson, health and fitness expert, for a lively workshop that will equip you with all of the necessary skills to go forth and conquer the wellness industry. In an intimate, small-group setting, Greg and Harry will explore where to begin, what to consider, and share his secrets for successful implementation.

TRACEY WOODWARD AND

YVONNE WAKE

14:30 - 16:00

PUTTING YOUR BEST FACE FORWARD:

The Power of Aromatherapy and Restorative Techniques in the Workplace

Forget unlimited vacations and beanbag chairs: the new workplace perks are wellness-focused. This practical, interactive workshop will show you simple ways to incorporate aromatherapy and restorative facial techniques in ways that will engage employees, boost morale, and improve the overall wellbeing of your workplace.

MATTER

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