

## Strategic Technology Management in Hospitality

Trends, know-how and strategies to better manage  
critical technological investments

5th and 6th October | University of Surrey, Guildford

### KEY OUTCOMES

- ✓ Develop effective technology-enabled programmes aligned to your business strategy.
- ✓ Use appropriate IT governance and planning processes.
- ✓ Enhance your decision making on technology investments.
- ✓ Appreciate the benefits between 'in-house' and 'out-sourced' solutions and services.
- ✓ Understand the latest trends and where to go for more advice.
- ✓ Recognise the pitfalls that come from a poor approach to adopting technology.
- ✓ Network, share ideas with other leaders.

### A COMPREHENSIVE TWO DAY COURSE DESIGNED FOR EXECUTIVES IN HOSPITALITY

To keep up with customer expectations and achieve operational excellence, leaders in hospitality are planning to add and make better use of a wide range of technologies. Some are embarking on transformation programmes following a period of underinvestment in technology with technology budgets sometimes now exceeding 6% of revenue. Spending is seen in **guest-facing** services such as reservations, website, digital programmes, property management, point of sale, guest room, meeting room technology; as well as **back of house systems** such as in human resources.

Selecting and implementing technology solutions can be overwhelming. Decision makers are too often confronted with conflicting information, delays to delivery, lack of adoption of standards, unnecessary spending and failure to meet expectations. This can lead to solutions not delivering the anticipated benefits, poor integration with other systems and ultimately impact operations and guest services.

Our course has been designed to support executives to:

- Make informed considerations on investment decisions and their impact on the guest experience, operational performance and profitability.
- Develop a technology strategy as part of their business plan to successfully select and implement technology solutions.
- Confidently ask the right questions when considering current trends and future needs.
- Gain a broader appreciation to enable a constructive partnership between the business and IT.
- Develop sound theoretical and practical skills to confront technological change and combine transformation with innovation.





# The two day course includes



## IT AND PROJECT GOVERNANCE

The importance of sound IT and project governance to ensure wise investment choices, suitable prioritisation of initiatives and resources. Effective oversight and management of projects strategies which ultimately benefit the business. Guidance on how to establish effective IT Steering Group, Project Steering Groups and clearly define scope and intended impact for projects.



## THE CLOUD IS THE FUTURE

Demystify what is meant by 'Cloud' and explain a mix of delivery approaches most realistic today including 'Hybrid Cloud'. The benefits and challenges of the different approaches, the importance of robust technical infrastructure and the commercial implications in terms of operational versus capital expenditure and the impact on EBITDA and management contracts.



## INFORMATION SECURITY

The importance of information security and what should be within its scope. As well as the traditional concerns around physical security, it will look at the risks associated with poor data quality, and compliance with regulations such as those for the Payment Card Industry Data Security Standards and Personally Identifiable Information. Failure to put processes in place to protect a business can have significant financial implications in the event of a breach.



## THE DIGITAL JOURNEY

The guest journey from initially searching for accommodation through reservation, pre-arrival, the guest stay to post-stay. The impact of digital and mobile technology and how this is shaping guest expectations. The importance of Customer Relationship Management to deliver a holistic experience across all of the touchpoints associated with the guest journey, and also what the industry is currently doing to address it.



## STRATEGY

Reinforcing the need for a clear business strategy that is underpinned by technology. Successful businesses review the future organisational structure, business processes and opportunities afforded by technology to deliver competitive advantage. Effectively bringing these elements together can be transformational.



## APPLICATION AND DATA ARCHITECTURE

The importance of designing the overall systems landscape. Systems need to work together to allow staff to deliver an optimal guest experience. Consideration will be given to best of breed applications and the challenges of integration and data exchange versus comprehensive suites of software from single or few vendors.



## THE GREEN HOTEL

The role technology can play in making a hotel green. Using technology in the building to facilitate an intelligent operation that actually saves energy. Explore the innovative solutions that are available today and how to future-proof the investment, deliver a great guest experience and reduce operational costs from economy through to luxury brands.



## BUSINESS INTELLIGENCE AND DASHBOARDS

We live in a time when there are huge quantities of data captured relating to individuals, companies and business processes and transactions. This session will cut through the jargon and explore the operational and strategic benefit that can be derived from the smart utilisation of data. Delegates will also explore what metrics are most meaningful and key to effective management of their businesses.



## THE GUEST ROOM

Hotels continue to face a major challenge to stay relevant and comparable to the modern home. Guests are accustomed to having the content of their choice on demand streamed across good Internet connections. Home automation is also becoming much more accessible with solutions such as Nest, Hive and Amazon's Echo and Dot.



**FACILITATOR**

*Bryan Steele, Managing Director for JIREH-TEK*

Bryan is a Director of HOSPA, the Hospitality Professionals Association, and chairs its IT Committee. He is also former Governor and currently Executive Advisor to the Board of Hotel Technology Next Generation and he is also a member of HFTP's HITEC Advisory Board. An accomplished public speaker at industry events, Bryan is highly skilled and effective Senior Technology Manager with over 25 years of international IT experience. He has an in-depth technical capability as well as strong commercial awareness. He has a proven ability to rapidly assimilate new business trends, technologies and skills and to develop and execute an IT strategy aligned to the business' needs. This leads to new business models, process improvements and greater operational efficiency.

Bryan was Director of IT at Thistle & Guoman Hotels, where he had responsibility for all IT including strategy, operations, projects and budgets covering back of house, front of house, infrastructure, building management and guest-facing technologies. He was a founding member of the Micros Fidelio Opera User Group, which he chaired from 2002 to 2006.

Most recently Bryan was Director/Head of IT at the Royal Automobile Club where he led an extensive IT transformation programme.

Bryan is the founder of Jireh-Tek Limited, an IT Consultancy with specialist expertise in the hospitality sector. It has a client list which includes a number of leading hoteliers such as Hilton Hotels, Intercontinental Hotel Group, Majid Al Futtaim (hotels operated by Accor), BVLGARI Hotel and Residences and also vendors and venture capital/asset management companies including NEC, Schneider Electric, Cinven and Realstar.



**Who should attend?** Those in the hospitality industry who are Senior Executives, General Managers, Group Directors, Senior Managers in IT, Operations, Revenue Management, Customer Service and Finance.

It will also appeal to mid-managers seeking to understand technological trends and suppliers who want to better support the sector.

**DELIVERY**

- Theoretical modules.
- Group discussions.
- Case study and practical activities
- Networking over refreshments and drink reception.
- Reflective activity over dinner.

Attendees will not only be able to share experiences with others but establish valuable links and connect with the global network of the School of Hospitality & Tourism Management at Surrey.

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**PRICES**

**£1,800**

(including: Two days of sessions, all refreshments, lunch on both days, dinner at the end of the first day, pre-course assessment and all materials)

**Early bird price**

valid until 28th July  
 £1,530

**Surrey Alumni price**

£1,440

**Dates**

5th and 6th October

**Location**

University of Surrey  
 Guildford GU2 7XH

## ABOUT EXECUTIVE EDUCATION AT UNIVERSITY OF SURREY

- The centre for Research and Enterprise is uniquely positioned in offering professional development programmes to the Hospitality, Tourism, Events and Transportation sectors.
- Partnering our world-class academia with leading industry expertise, we develop and deliver, blended learning programmes to grow the performance of mid and senior executives in the tourism and hospitality industries.
- Our expertise includes strategy mapping for organisations to improve their sustainability, digital visitor economy and competitiveness, as well as leadership, enhancing customer experiences and revenue management.
- Working with individuals or at team levels, we use our research, case studies and live scenarios to build relevant focused programmes.
- Our solutions meet the demand for industry specific learning, networking and improved business performance.
- Our aim is to enable every delegate to make a tangible impact in their organisation.

## ABOUT TECHNOLOGY IN HOSPITALITY

Hoteliers are spending more than ever before in technological upgrade projects, aiming to transform their business performances and satisfy customers.

Projects can include:

- Payment and data security.
- Guest-room technology upgrades.
- In-room and in public spaces.
- Leveraging mobile solutions for customer-facing applications.
- Developing a digital strategy.
- Migrating solutions to the cloud.
- Leveraging mobile solutions for employee-facing applications.
- iPads/Tablets at the front desk and provided in guest rooms.
- Interactive digital signage.
- Location-based technology.
- Mobile apps for customer use.
- Wireless Internet access.
- Mobile key.
- Room control devices.
- VoIP phone system.

*Selecting and implementing technology solutions to satisfy guest expectations and achieve operational excellence can be overwhelming. **Join us on this informative, comprehensive two-day programme in order to better understand and manage technology-enabled projects and make informed decisions.** The course is designed for executives in hospitality organisations from all disciplines to facilitate effective collaboration on project programmes.*