



The AHC 2017

11th and 12th October 2017

Hilton Manchester Deansgate Hotel

2017 theme: Embracing Change, Seizing Opportunities

Continuous strapline: Learn, Network, Be Inspired

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In light of the seismic changes facing the UK over the coming months, politically, culturally and economically, in October The AHC 2017 will seek to address these changes in relation to the hospitality industry across the UK. The event promises to highlight the opportunities that the shifting landscape will present and as always, provide practical advice and guidance that can be directly applied to the operations of a hotel business. Topics being brought into focus include the potential for increased domestic travel; how hotels manage the uplift in demand and pressure on service levels with a potentially differing work force. Also prevalent is the global investment into the UK, the new brands entering the market place and their effect on the non-branded hotels within the sector. Vital to any successful hospitality business is examining the customer experience and understanding how the traveler today wants to be marketed to and interacted with. The continual conversation around brand and the customer preference for global v's local/independent/experiential will feature heavily throughout the event. The AHC will continue to place technology in hotels at the forefront of the conference programme; which technology to invest in and how to access the suppliers and consultants. Finally, as automation and robotics become a "when" not "if", we will seek to understand the importance of human interaction from a guest perspective.

The AHC will discuss, deliberate, converse and debate these subjects, as well as many more, across the two day event amidst a back drop of multiple networking opportunities providing new contacts to enhance your network and give your business the tools to grow.

Event contacts:

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