

# REVENUE MANAGEMENT & EMOTIONAL BRANDING IN HOSPITALITY

16 - 18 November 2018  
Hotel Zlatibor Mona

*Save the date!*

This Year's Conference, the 2nd Hotel Sales and Marketing Weekend, brings you up to date with the latest valuable information about Revenue Management and Emotional Branding.

With renowned speakers from the UK, Slovenia, Croatia and Serbia, you will be discussing the What, the How and the When in Sales, as well as the Price. These great success stories, supported by real examples of emotional branding and unique selling propositions, will empower and inspire you to create memorable experiences for every guest.

## CONFIRMED SPEAKERS:

### ALYSON HAZEL NORTHFIELD

Managing Director, Revenue by Design Ltd;  
London, United Kingdom

### GORAZD ČAD

Founder and owner of the marketing and  
event agency Toleranca marketing; Slovenia

### JANEZ JAGER

Partner in company Best Hospitality  
Solutions; Slovenia

### LUKŠA JAKOBUŠIĆ

Owner of the One Suite Hotel; Croatia

### IGOR KOVAČEVIĆ

Convention Bureau, National Tourism  
Organisation of Serbia; Serbia

### SLAVIMIR STOJANOVIĆ

Founder and owner of the Futro Design,  
also creative director at Communis DDB; Serbia

### DORĐE KRIVOKAPIĆ

Professor at the Faculty of Organizational  
Sciences and Program Director of the  
SHARE foundation; Serbia

### SVETOZAR KRUNIĆ

Head of User Acquisition at the  
ActiveCollab; Serbia

### ZORAN PARMAK

Balkan Adriatic DMC, Serbia

FRIDAY, 16.11.2018.		EVENT
18.00-18.30h	Registration and Warm up Cocktail	
	Panel: <i>Emotional Branding in MICE - experience as USP</i>	
18.30-20.00h	Panelists: Gorazd Čad, Toleranza marketing, Slovenia; Lukša Jakobušić, One Suite Hotel, Croatia; Zoran Parmak, Balkan Adriatic DMC, Serbia.	
	Moderator: Igor Kovačević, Convention Bureau, National Tourism Organisation of Serbia	
20.00h-21.00h	Dinner at restaurant Vila	
SATURDAY, 17.11.2018.		EVENT
07.30-09.30h	Breakfast at restaurant Vila	
10.00-11.00h	Alyson Hazel Northfield, Revenue by Design, UK: <i>Demystification of revenue management - Up to date trends</i>	
11.00-12.00h	Lukša Jakobušić, One Suite Hotel, Croatia: <i>Success hotel story - From Design till Dawn</i>	
12.00-12.20h	Cool Coffee Break	
12.20-13.00h	Janez Jager, Best Solutions, Slovenia: <i>Revenue management best practice</i>	
13.00-13.40h	Slavimir Stojanović, Futro Design, Serbia: Exceptional design: <i>How to be a black sheep among whites</i>	
13.40-15.45h	Lunch	
15.45-16.30h	Tamara Piper Radišić, Psychologist, psychotherapist and creative strategist at Leo Burnett, Belgrade, Serbia: <i>The concept of emotional branding in hospitality</i>	
16.30-17.15h	Đorđe Krivokapić, Faculty of Organizational Sciences, Belgrade University, Serbia: <i>GDPR in Hospitality</i>	
17.15-17.35h	Energy Break	
17.35-18.45h	Svetozar Krunić, Active Collab, Serbia: <i>Dynamic pricing as revenue approach</i>	
21.00-24.00h	Gala Dinner at national restaurant and wine bar Perun	
24.00h ...	More Gala Events...	
SUNDAY, 18.11.2018.		EVENT
07.30-10.30h	Breakfast	
	Panel: <i>Revenue Riddle - To increase or decrease price, that is the question!</i>	
	Moderator: Petar Platiša, Mona hotel management, Serbia	
11.00h-12.00h	Panelists: Janez Jager, Best Solutions, Slovenia; Petar Janković, Holiday INN, IHG, Serbia;	
12.00h-13.00h	Cocktail	
	Check out until 19.00h	

PRICE PER PERSON:		THE PRICE INCLUDES:
Twin standard room	135 EUR	All lectures and post conference material
Twin comfort room	150 EUR	2 x overnight stays with breakfast
Twin superior room	165 EUR	1 x dinner
Single standard room	195 EUR	1 x gala dinner
Without accommodation	90 EUR	2 x coffee breaks
<b>Company discount package:</b>		2 x cocktails
3 - 4 persons	10%	Entry to the wellness centre and sauna world
5 - 7 persons	15%	Late check out
8 or more persons	20%	



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