

Feasibility Plan for an International Meeting

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"Technology and Innovation in the Hospitality Sector" London 2024

Event Overview:

- at JW Marriott House, London, UK.
- Main topics: Technology's impact on guest experience, operational efficiency, and competitiveness.
- Keynote speeches, panel discussions, interactive exhibit area, networking, seminars, and awards ceremony.
- Focus on the hotel industry's competitiveness, guest experience, and operational efficiency.
- Industry trends: Automation, data analytics, IoT, AI driving digital revolution.

<http://blog.advhtech.com/technologies-that-every-new-hotel-must-implement/>



Market Factors

- Target Market: Hotel sector leaders, technology suppliers, service providers, and Marriott chain managers.
- Need of technology exhibition: Global investment, innovation, and talent ecosystems.

Market Demand:

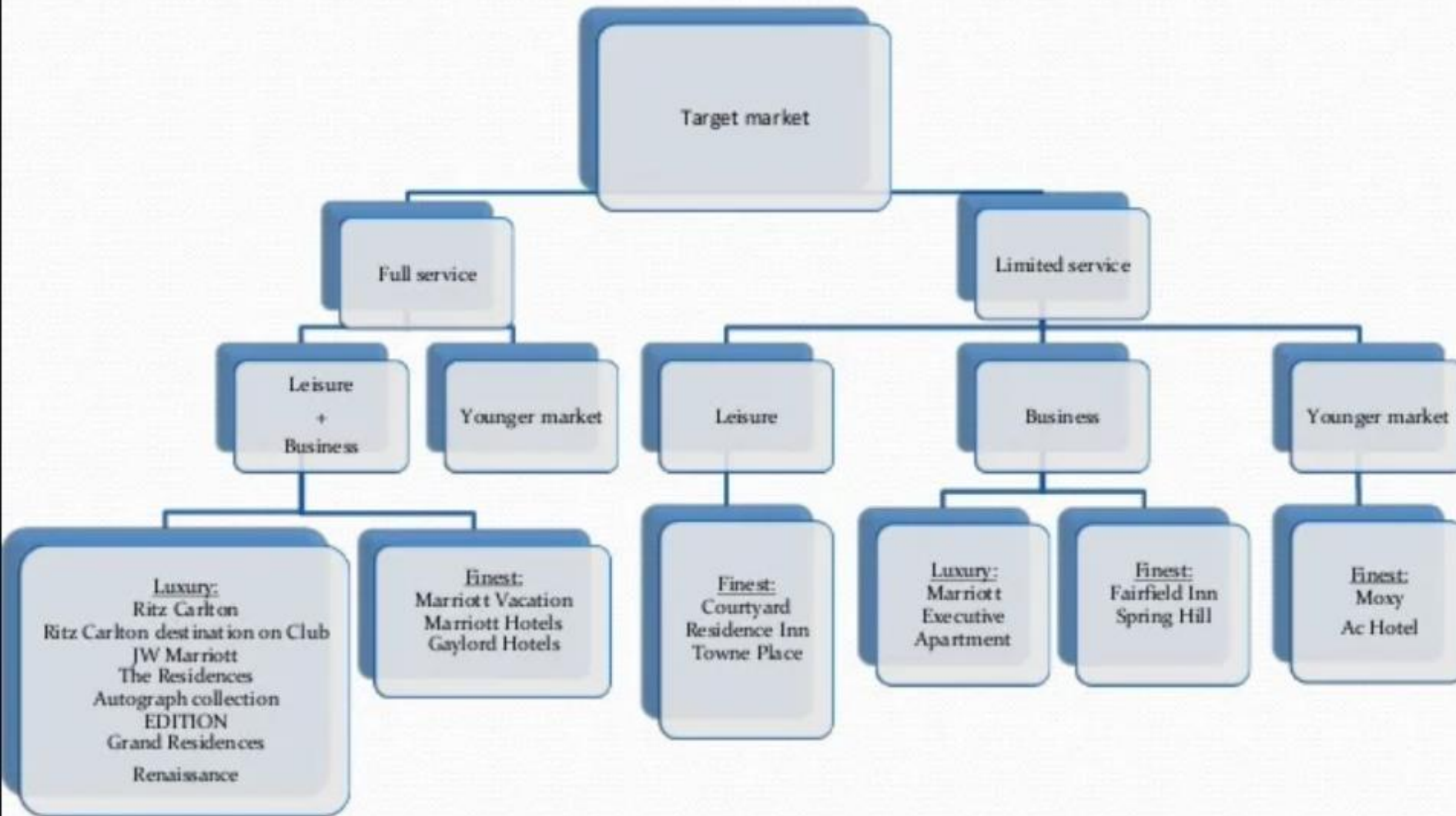
- AI revolution: User adaptation and application in hotel sector.
- Research: Companies seeking tech-driven solutions to increase client satisfaction and simplify processes.
- New technologies: cloud-based property management software, contactless payment systems, IoT-enabled smart devices, AI-driven chatbots.

THE MARKETING MIX



<https://lapaas.b-cdn.net/wp-content/uploads/2019/11/marketing-mix-4-ps-of-marketing.jpg>

Target Marketing - Marriott





5 Hotel Industry's Tech Exhibition Challenges

- Integration difficulties and cybersecurity risks.
- Employee training needs.
- Financial implications.
- Popular tech-enabled experiences: personalized recommendations, digital room keys, virtual concierge services, smart room controls.
- Swot research identified competition from other hotel chains.



<https://www.marriott.com/en-gb/hotels/londt-london-marriott-hotel-grosvenor-square/photos/>



London Marriott Hotel Grosvenor Squ...

Meetings/Event rooms: **11**

Largest room: **764 sq m**

Guest Rooms: **237**

Total event space: **1,515 sq m**

Event to be held at JW Marriott Grosvenor House in London, UK on March 20th 2025.

- Provides a practical location for conferences, trade fairs, and social events.
- Provides audiovisual equipment, technical support, and fast internet connectivity.
- Offers ample parking for at least 1500 spaces.
- Catering will be provided by JW Marriott Hotel.
- Nearby parking and public transportation are available.



Financial Aspects

- Budget includes venue, equipment, speaker fees, marketing, food, personnel pay.
- Backup plans prepared to mitigate hazards like poor attendance, technological issues, budget overruns, and unanticipated events.

The Event Planning Cycle

Planning

- Market research
- Written plan
- Finalise budget
- Venue selection
- Vendor selection
- Secure sponsorship

Promotion

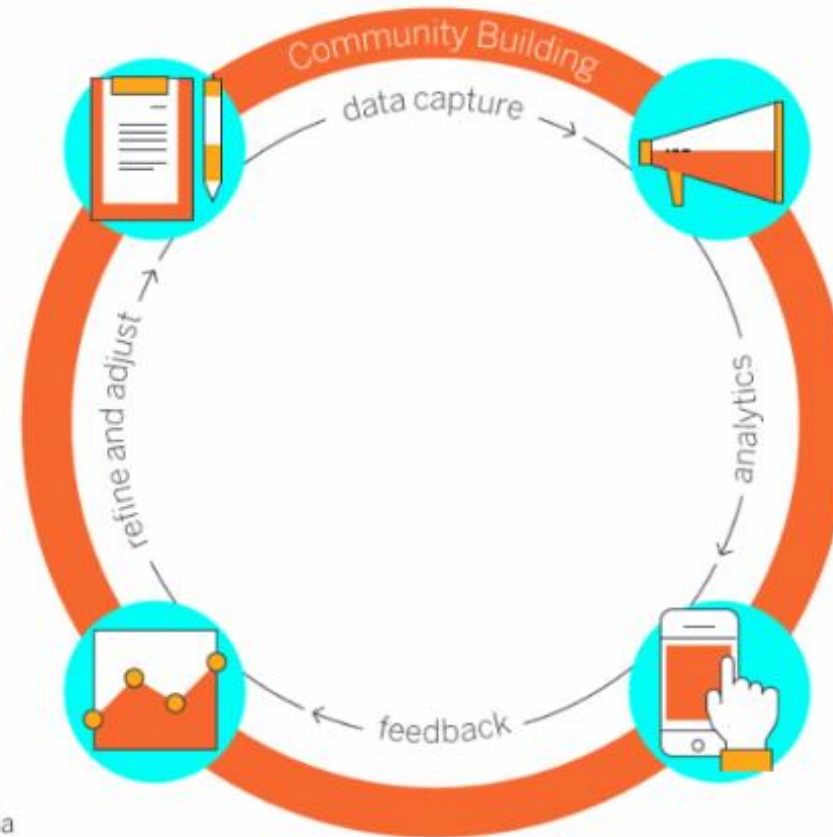
- | | |
|---------------|-------------|
| Email | PR |
| Social media | Discounts |
| Partnerships | Blog |
| Word of Mouth | Direct mail |
| Advertising | Eventbrite |
| SEO | |

Post-Event

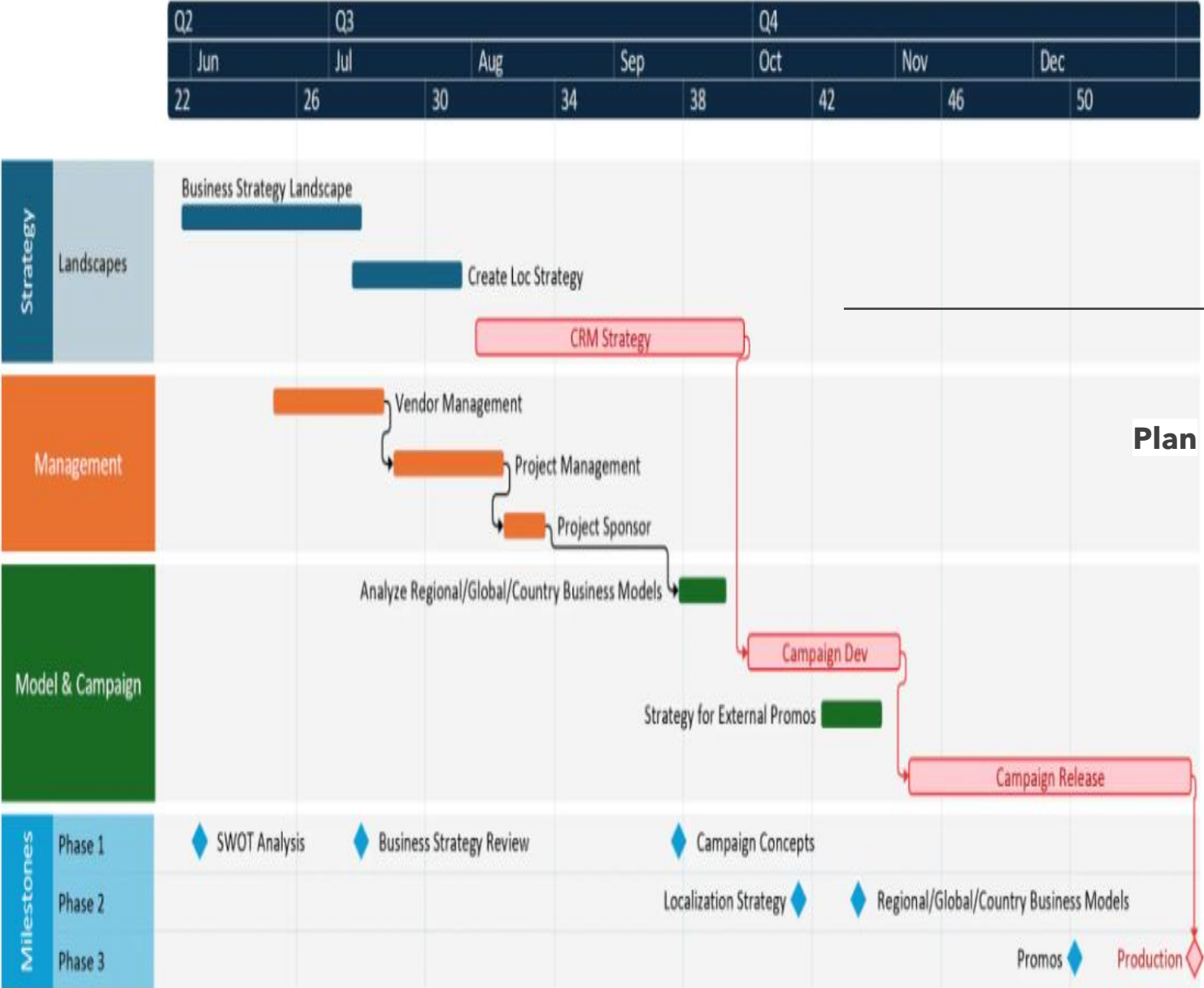
- Event breakdown
- Reconcile budgets
- Thank you to everyone involved
- Share highlights & media
- Survey
- Analytics
- Wash-up meeting

At-Event

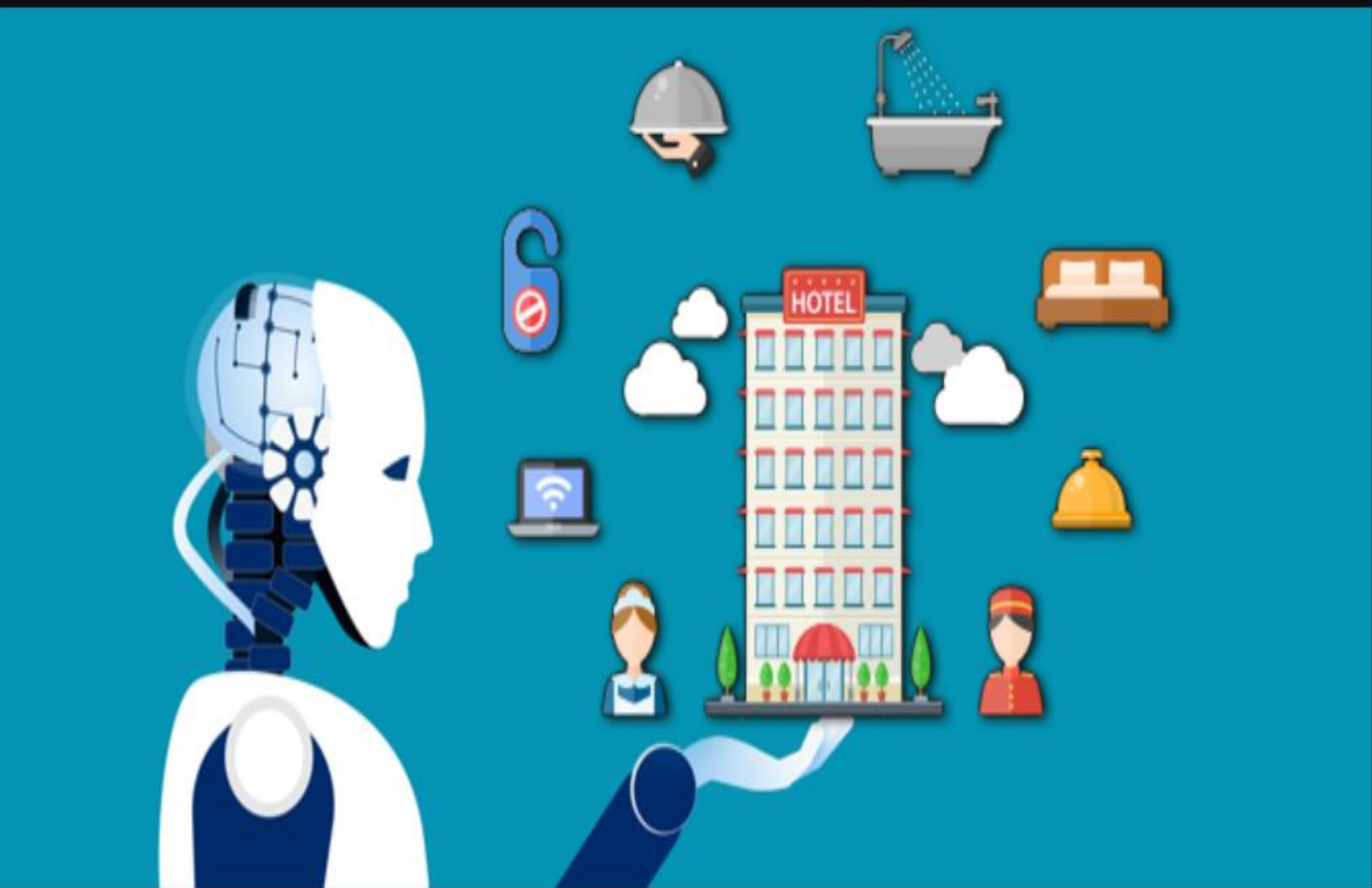
- Smooth entry management
- Deliver the planned experience
- Capture and share highlights
- Experience your own event
- Note what works and what doesn't



Gantt chart

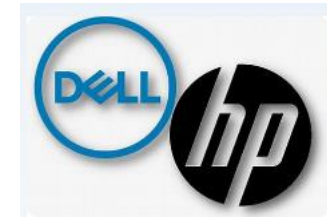


- ❑ **Venue Booking:**
- ❑ **Budget Review:** Reviewing the budget and allocate resources accordingly.
- ❑ **Marketing Plan** to promote the exhibition.
- ❑ **Special Needs**
- ❑ **Collaborative Opportunities**
- ❑ **Event Information Submission** to relevant parties.
- ❑ **Electrician Services** for electrical needs.
- ❑ **Information Tables and Staging**
- ❑ **Sound System** for amplified sound if required.



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<https://www.bing.com/images/search?q=YouTube%2c+Facebook%2c+and+Twitter++logo&form=HDRSC4&first=1>

<https://www.hotel-online.com/wp-content/uploads/2019/04/AI-ITB-Berlin.jpg>

In conclusion "Technology and Innovation in Hospitality Sector" exhibition

- Promotes cooperation, information sharing, and creativity.
- Speakers include investors, government officials, innovators, and corporate technology executives.
- Potential positive results for hotel industry if well planned, executed strategically, and promoted.



Thank you

https://cache.marriott.com/marriottassets/marriott/LONGH/longh-greatroom-9194-hor-wide.jpg?interpolation=progressive-bilinear&downsize=1440px:*

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