

The Cornell Hotel Society German Chapter Symposium

Friday, 18 October 2019

2.00 – 6.30 pm

Platzl Hotel München



“A special event with various top-class lectures and networking – open to all colleagues and professionals engaged in the hospitality industry”

powered by CHS German Chapter



The Cornell Hotel Society German Chapter Symposium

Location: Platzl Hotel München, Sparkassenstraße 10, 80331 München

2.00 – 2.15 pm **Welcome – by Michael Toedt, CHS German Chapter President**

2.15 – 3.00 pm **Fireplace talk with Dietmar Müller-Elmau**

**** 5 minutes of fame – d-edge ****

3.10 – 3.55 pm **Customer Centric Pricing – Die Zukunft im Revenue Management
by Sina Niedermaier, Hotellistat**

**** 5 minutes of fame – dailypoint ****

4.00 – 4.30 pm **Networking Break**

The Cornell Hotel Society German Chapter Symposium

**4.30 – 5.15 pm „Münchener G´schichten: Hotelprojekte zum Staunen“
mit Ulrich Demetz, Jams Hotel und Michael Geisel, Geisel Hotels
– moderiert von Christian Walter**

**** 5 minutes of fame – hotelkit ****

**5.25 – 6.10 pm Podiumsdiskussion:
„Marketplaces und App-Stores – Revolution der Hotel IT?“
mit Uli Pillau (apaleo), Marius Donhauser (hotelkit),
Pascal Schubert (D-Edge) – moderiert von Michael Toedt**

**** 5 minutes of fame – Suitepad ****

6.15 – 6.30 pm Closing remarks

7.00 pm Networking, Drinks & Dinner – Location: Ayinger am Platzl

THE FIREPLACE TALK

Dietmar Mueller-Elmau – Managing Partner & CEO of SCHLOSS ELMAU & ORANIA.BERLIN

Born 7.11.1954 in Schloss Elmau, married, 6 children.

1975-1977 Business Administration (BWL) & Philosophy, LMU University of Munich

1977-1978 Masters Degree in Hotel Management Cornell University, Ithaca, NY

1979 Assistant to the CEO & Owner of the SONNENALP RESORT

1980 gap year in India

1981-1985 Philosophy LMU University of Munich
Part Time Assistant to the General Manager of Schloss Elmau

1986 Founder & CEO of MicroBase Software Inc. in Munich. Custom software development for various companies.

1987 Founder, Majority Shareholder & CEO of Fidelio Software GmbH, Germany (World Market Leader in the Hospitality Industry since 1992.

1996 Sale of Fidelio to Micros, Inc., USA (sold to Oracle in 2014)



THE FIREPLACE TALK

1997 Founder & CEO Schloss Elmau GmbH & CoKG with 20 years management contract for Schloss Elmau.

2005 Major fire destroys 2/3 of Schloss Elmau. Takeover of the majority stake in the Schloss Elmau Owning Company.

2006-2007 € 45 Mio investment in reconstruction and expansion of the new Schloss Elmau as a 5 Star Superior Luxury Spa & Cultural Hideaway with 115 rooms & suites, 4 spas, 6 restaurants, several libraries, bookstore & Concert Hall. Member of the Leading Hotels of the World, American Express Fine Hotels & Resorts & Virtuoso.

2013-2015 € 45 Mio investment in construction of the Schloss Elmau Luxury Spa Retreat with 47 spacious suites, 3 Restaurants, 2 Spas & Yoga Pavillon.

2015 Schloss Elmau is hosting the G7 Summit with Angela Merkel, Barack Obama etc.

Schloss Elmau has more than 300 staff and features each year more than 200 concerts & talks with the great artists & authors on the pulse of our time.

2017 Design & Management of the ORANIA.BERLIN featuring a Restaurant, Bar, concerts & Retreat in Berlin-Kreuzberg.

2019 Schloss Elmau is ranked #2 of world's best resorts and the Orania.Berlin is ranked as Germany's best 5 Star City Hotel (#15 worldwide) in the renowned Swiss Bilanz Magazin's Ranking.

THE SPEAKERS

Sina Niedermaier – Co Founder and Revenue Specialist

Sina Niedermaier is co-founder of Hotellistat, a Munich based all-in-one market positioning and business intelligence start up, in its fourth year in business.

Sina started her career in reservations and continued with Revenue Management for one property until she became Revenue Director at the Hotel Vier Jahreszeiten Kempinski.

She was a member of several revenue management and pre-opening taskforces at various Kempinski properties, including Bangkok, Geneva, Estepona, Vienna, Berlin. At Kempinski she held the position of a qualified essential trainer for reservations and upsell trainings. In this position she trained reservations and front office teams at Kempinski properties worldwide, including Abu Dhabi, Estepona, Berlin, High Tatras and many more.

During her 11- years working experience with Kempinski and especially as Regional Director of Revenue for the DACH region Sina has gained deep insights and a comprehensive understanding of the hotel industry's needs in the field of Revenue Management.

Sina's experience, as well the one of her co-founders, is now bundled in Hotellistat's all-in one software for hotels.

Apart from Hotellistat, Sina is still a consultant or trainer for hotels and loves running, skiing and of course, hotels & travelling.



THE SPEAKERS

Christian Walter – Managing Director, PKF

Christian Walter joined PKF hotelexperts in 2003. Based in Vienna, he is one of the firm's Managing Directors and oversees all operator search assignments. In this capacity, Christian is involved in the negotiation of hotel lease, management and franchise agreements on an ongoing basis. Managing a team of more than 50 hotel consultants and associates, he has been instrumental in completing several hundred feasibility, valuation, operator search, due diligence and strategic consulting assignments in Europe, Africa, and the Middle East.

Having earned a Diplom-Betriebswirt (FH) degree from the Munich University of Applied Sciences, Christian complemented his education in the hospitality business at the University of Westminster in London. He has also completed an executive education curriculum at Cornell University School of Hotel Administration in Ithaca, New York. He also gained hands-on experience at the Brenners Park-Hotel & Spa in Baden-Baden and at the Hotel Vier Jahreszeiten Kempinski in Munich before joining PKF.

Besides his distinctive preference for travelling, both for business and pleasure, Christian devotes himself to his activity as a lecturer at the MODUL University Vienna. He has served as Regional Vice President (EMEA Region) of the Cornell Hotel Society and has co-authored various reference books for the hospitality industry.



THE SPEAKERS

Ulrich „Uli“ Pillau – an entrepreneur and angel investor

He is founder of apaleo, a Munich based start-up developing a next generation cloud platform for the hospitality industry.

Previously Uli was involved in building up several very successful software companies in the hotel and travel space. His companies included Fidelio Software, today the worldwide leading Property Management System for hotel chains and hotels. Fidelio was later acquired by Micros and today is part of Oracle.

Subsequently he was leading IDEaS, a company offering the first scientific revenue management software for the hotel industry which quickly became the standard Yield & RMS system for hotels around the globe. In 2010, IDEaS was sold to SAS Institute and today is actively managing over a Million hotel rooms with its software.

Between 2010 and 2016 Uli was Managing Director of hetras which invented the first true Cloud PMS for hotel chains.

Apart from his current venture apaleo, Uli invests in start-up companies that develop innovative software and apps. for the hotel industry.

Uli is a frequent speaker on many conferences and panels for hotel and travel technology, and in his private life has a big passion for hotels & travel, technology and running.



THE SPEAKERS

Marius Donhauser, CEO and Founder, hotelkit

Marius Donhauser is not only the CEO and founder of the software company hotelkit, but also a hotelier himself.

He runs the 4 star boutique hotel "Der Salzburger Hof" in Salzburg together with his wife. Marius studied International Economics in Innsbruck (Austria) and Prague (Czech Republic).

During his studies, he founded his first web- and software business and gained extensive experience in cooperating with international clients.

When Marius took over the hotel in 2011 the idea of 'Simplifying Hotel Operations & Internal Communication' was born.

He developed hotelkit with the intention to improve communication flows and daily routines within his hotel.

Today, 1,000 hotels and more than 50,000 hotel employees in over 25 countries already work with the software.



THE SPEAKERS

Pascal Schubert, Director of Sales Chains & Strategic Accounts, D-Edge

Director of Sales Chains and Strategic Account & Country manager Nordics, UK, Ireland and DACH since begin 2019.

I studied foreign languages and law, speak 5 languages fluently and am passionate about Hotels and Travel, webdesign and IT. I grow up in a skiresort called Tignes where I also started my career, just after my studies, as a receptionist and manager of a Holiday apartment building. During summer times I worked as a translator for the Spanish police on the Costa Brava.

Passionate about customer experience and Hotels, I wanted to be part of the Hotelworld and got the great opportunity to open and manage two 4 star boutique hotels in Paris after what I entered the world of Hotel IT by learning web creation & development and created my own OTA for the Parisian Market only(+100 hotels). Booking.com becoming too strong, I had to stop my activity and got the chance to join Fastbooking as an Account Manager/Sales manager for their distribution portals.

After a couple of years at Fastbooking, I wanted to return to the webdevelopment side and joined Wihp hotels as a Business Development Manager.

Always eager to learn more and share my acquired field knowledge with the hôteliers, Sabre seemed to be the place to be and I joined Sabre Hospitality Solutions as Director of Sales Southern Europe.

+ 12 years of Hotel IT solutions experience (Fastbooking, WihpHotels, Sabre & D-Edge)



The Cornell Hotel Society German Chapter Symposium

Fees and Special Offers

What	Price
CHS German Chapter Symposium 2.00 – 6.30 pm *Early Bird until 30.09.2019*	EUR 95
CHS German Chapter Symposium 2.00 – 6.30 pm – Regular	EUR 120
CHS German Chapter Symposium 2.00 – 6.30 pm – Only for dues paying members	EUR 75
CHS German Chapter Symposium 2.00 – 6.30 pm – Special Student Rate to get access to this offer please send a request to stephanie@anker-alpen.de	EUR 50
Get-Together and Dinner @ Ayinger am Platzl menu included; beverages self-paying	EUR 40

Event Location Symposium:

Platzl Hotel München
Sparkassenstraße 10
80331 München

Event Location Dinner:

Ayinger am Platzl
Platzl 1A
80331 München

[REGISTER NOW](https://en.xing-events.com/FRTZDSL)

<https://en.xing-events.com/FRTZDSL>

Please note that the number of participants is limited to 50 persons.

RECOMMENDED ACCOMMODATIONS

Platzl Hotel München

Sparkassenstraße 10
80331 München

Hotel contingent under: „Cornell Konferenz“

Special rates are available **until September 1, 2019**

245 € per Room / night (classic doubleroom for 1 person)

265 € per Room / night (classic doubleroom for 2 persons)

Room-rate includes breakfast!



RECOMMENDED ACCOMMODATIONS

JAMS

Stubenvollstrasse 2
81667 Munich



Hotel contingent under: „Cornell“

Special rates are available **until September 27, 2019**

120 € per Room / night (doubleroom for 1 person)

145 € per Room / night (doubleroom for 2 persons)

Breakfast is not included!



München, 18 – 20 October 2019

***The Cornell Hotel Society
Annual German Chapter
Meeting***

****For CHS Members and friends****

PROGRAM OVERVIEW

OF THE ANNUAL GERMAN CHAPTER WEEKEND

18 – 20 October 2019

Open to all
colleagues and
professionals
engaged in the
hospitality
industry

Friday, October 18th

2.00 – 6.45 pm

Symposium of the Cornell Hotel Society German Chapter
(various top-class lectures and networking)

7.00 pm – open end

Networking Evening @ Ayinger am Platzl

Saturday, October 19th

10.00 am – 10.30 am

Board Meeting

10.30 am – 12.30 am

Chapter Meeting and General Member Assembly

3.00 pm – 5.00 pm

Afternoon Program

7.30 pm – open end

Gala dinner @ Hotel München Palace (Dresscode: Cocktail)

Sunday, October 20th

Free time and individual departures

The Cornell Hotel Society German Chapter Symposium

Fees and Special Offers

What	Price
CHS German Chapter Symposium (Friday) *Early Bird until 30.09.2019*	EUR 95
CHS German Chapter Symposium (Friday) *Regular Rate*	EUR 120
CHS German Chapter Symposium (Friday) *Only for dues paying members*	EUR 75
Get-Together and Dinner @ Ayinger am Platzl (Friday) menu included; beverages self-paying	EUR 40
Special Afternoon Program (Saturday) Explore Munich by bike	EUR 35
Gala dinner @ Hotel München Palace (Saturday)	EUR 85

[REGISTER NOW](#)

<https://en.xing-events.com/FRTZDSL>

Please note that the number of participants is limited to 50 persons.

FURTHER HINTS

Dress Code

Dress code for the meeting is smart casual with the exception of the dinner on Saturday (cocktail).

Please dress comfortably and bring adequate shoes as we are inviting you to walk to some events!

Contact

Should you have any questions or need assistance, please contact:

Michael Toedt, CHS German Chapter President

Michael.T@dailypoint.com

Stephanie Goldbrunner-Jung, CHS German Chapter Secretary

Stephanie@anker-alpen.de or +49 175 144 88 26

SPONSORS

Gold Sponsors of Cornell Hotel Society German Chapter Meeting 2019:



You want to be a sponsor in 2020? Don't hesitate to contact us to become a gold or platinum sponsor.



PRESS CONTACT

Martina Rozok

ROZOK Communication Consulting

T +49 30 40044681

M +49 170 2355988

m@rozok.de

www.rozok.de

Hotelie *for life*



CORNELL
HOTEL SOCIETY

CORNELLHOTELSOCIETY.COM