

The Programme of the SO!APART 2017


Serviced Apartments - a Sure-Fire Success? Create, maintain and develop values

This year we are looking at our segment taking this as our primary question. The segment grows slowly but steadily from the niche and establishes itself as a serious part of the hotel industry - and this is also noticed by investors and customers. What does this mean for the industry? Growing up is about issues of establishment, growth, maintenance and new trends, which can be observed and possibly adapted. This year, among other things, experts in the fields of digitisation, new materials as well as of bankability and the position in the capital market have been invited to speak and discuss with you. In addition, the focus will be on the great topic online distribution platforms, the implementation of the project "Apartment of the Future" (Apartment der Zukunft) and hotels discovering the trends in living and mixing up the market. We are looking forward to a lively exchange with you!

Programme 22 November 2017


H4 Hotel Berlin Alexanderplatz, Karl-Liebknecht-Straße 32, 10178 Berlin (Germany)

Time	Topics Plenum	Speaker	Time	Topics Second Meeting Room	Speaker
8.30 - 9.30	Registration and Welcome Coffee				
9.30 -	Welcome Kai Böcking and Anett Gregorius				
9.45 - 10.15	Facts and Figures - Market Data Update 2017 Anett Gregorius, Owner and Founder Apartmentservice				
10.15 - 11.00	Temporary Living - a Trend Speeds Up. Prof. Stephan Gerhard and his Quo Vadis Towards the Segment Managing Director of Solutions Holding and Partner of TREUGAST Solutions Group Unternehmensberatung				
11.00 - 11.45	Coffee Break and Exhibition				
11.45 - 12.45	New Kids on the Block - New Concepts in the Market	Presentation: Kai Böcking Speaker: Miriam Ziemer, General Manager, and Nadja Eichele, Sales & Marketing, my4walls; Thomas Scherer, Shareholder, Managing Director Strategy, denkmalneu Group; Amos Engelhardt, Board of Management, i Live Holding GmbH	11.45 - 12.45	We Would Like to be a Part - Serviced Apartments on Their Way into the German "Baunutzungsverordnung" (Federal Land Utilisation Ordinance)! 1. What Am I? Aspects and requirements of the "Bauplanungs- and Bauordnungsrecht" from the perspective of a major city and its building supervision board 2. Recommendation for a Target-aimed Business Description	Capital of the German State Bavaria Munich, Department of City Planning and Building Regulations, Cornelius Mager, Head of the "Lokalbaukommission"; Josef Schmidbauer, Head of Department Central Services of the "Lokalbaukommission"; Markus Wenske, Lawyer, wenske real estate legal
12.45 - 14.00	Lunch Break and Exhibition				
14.00 - 15.00	Hotels Follow Suit: Reactions of Hotel Chains to the Trends of Temporary Living	Presentation: Kai Böcking Speaker: Markus Lehnert, Regional Vice President Development, Marriott International; Anna-Katharina Korte, Regional Vice President Sales Operations East & Central Europe, Hyatt International	14.00 - 14.30	#rooms #materials #future	Heidi Salomon, Management, designfunktion Murnau and Claudia Ercy Lippmann, Architect, designfunktion Murnau
			14.30 - 15.00	Temporary Living: The Way to the Successful Concept	Benjamin Oeckl, Managing Director, BelForm GmbH & Co. KG
15.00 - 15.45	coffee break and exhibition				
15.45 - 16.15	Digitalisation Arrived in Middle of the Industry – Are You a Part of it? Gernot Wohlfahrt, Owner FIRMAMENTOR				
16.15 - 17.15	Workshop: Looking at the Digital Transformation of our Segment » The Guest » The Services » The Processes » The (Data)Platform = Ways to the Monetisation of Data	Instruction: Gernot Wohlfahrt, Owner FIRMAMENTOR	16.15 - 17.15	Workshop: Looking at the Digital Transformation of our Segment - for Beginners	Alexander Haußmann, Founder and Managing Director, CODEZORDER GmbH

	from 19.00	Admission
	20.00 to 22.00	Award-giving Ceremony of the SO!APART-Awards 2017 given to the best serviced apartments (with dinner)
	from 22.00	After-show Party

Programme 23 November 2017

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Time	Topics Plenum	Speaker	Time	Topics Second Meeting Room	Speaker
ab 8.30	Welcome coffee				
9.00 -	Welcome Kai Böcking und Anett Gregorius				
9.05 - 9.30	Please welcome: The Apartment of the Future (Das Apartment der Zukunft) Project Partners				
9.30 - 10.30	"The Flamingo's Nest". Presentation: Kai Böcking;		 Innovation Pitch Presentation of selected innovations		
10.30 - 11.15	Coffee Break and Exhibition				
11.15 - 11.45	Perhaps Not a Distant Relative: Furnished Living	Arkadi Jampolski, Co-Founder and Managing Director, Wunderflats GmbH	11.15 - 11.45	Destination in Focus: Hotspot Munich	Anett Gregorius, Founder and Owner, Apartmentservice
11.45 - 12.15	Micro Apartments - A Market Overview	Sylvia Beuing and Julia Müller-Siekman, Sector Research Real Estate, NORD/LB (Norddeutsche Landesbank Girozentrale)	11.45 - 12.15	Serviced Apartment Goes Bankability and Capital Market	Markus Wenske, Lawyer, wenske real estate legal; Sijar Shiri, Analyst, Union Investment Real Estate GmbH
12.15 - 13.45	Lunch Break and Exhibition				
13.45 - 14.15	Sales is Everything - Specialised Booking Platforms in Comparison Prof. Marco A. Gardini, Vice Dean of the Faculty of Tourism and Professor for International Hospitality Management and Marketing, University of Applied Science Kempten				
14.15 - 15.15	Round Table Talk with Representatives of Booking Platforms Presentation: Prof. Marco A. Gardini, Vice Dean of the Faculty of Tourism and Professor for International Hospitality Management and Marketing, University of Applied Science Kempten; Podium: Anett Gregorius, Founder and Owner, Apartmentservice; Arkadi Jampolski, Co-Founder and Managing Director, Wunderflats GmbH; Christoph Kasper, Founder and Director, HOMELIKE INTERNET GmbH; Brendan May, Chief Operating Officer, livabout*; David Wohde, Founder and COO, Acomodeo UG (haftungsbeschränkt)				
15.15 - 15.35	Airbnb - Community first Alexander Schwarz, General Manager Germany, Austria & Switzerland, Airbnb Deutschland GmbH				
15.35 - 16.05	"Couchgeflüster" (Talk) with Alexander Schwarz, General Manager Germany, Austria & Switzerland, Airbnb Deutschland GmbH				
16.05 - 16.15	Future Prospects and End of the SO!APART 2017				

(As of 16 November 2017, alterations are possible. Please note: All speeches are in German.)

We would like to thank our wonderful partners for their support!

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Partners of the SO!APART 2017



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Organiser of the SO!APART

Apartmentservice

Owner Anett Gregorius

Berliner Allee 36 - 13088 Berlin (Germany)

Phone: +49 (0)30 - 96 06 09 49 - 12 | fax: +49 (0)30 - 96 06 09 49-19

E-mail: soapart@apartmentservice.de

www.apartmentservice.de

www.apartmentservice.de/soapart/