

The curtain raises for the first SO!APART

The first SO!APART replaces our formerly partner house meeting of previous years. This is the first time that not only partner houses are invited. The first day of the event is opened to all apartment houses of the German speaking countries, while on the second day anyone can attend, who interested in the topic.

Programme 2013

DAY 1 – 17th October 2013, All Day Event - Forum for Operators

Location: Lindner Hotel Am Michel | Our partner house will provide you with drinks and food during the day

Time	Topic	Speaker
from 9.30	Arrival with coffee and Klönschnack	
10.00 – 10.30	The curtain rises... The first SO!APART has started. The new event concept is introduced.	Anett Gregorius CEO, Apartmentservice & Boardinghouse Consulting
10.30 – 11.15	Do you only sleeping over – or do you live? “What does it matter?” one wants to ask. But lawyers have a different opinion – and their sight can have wide consequences for operators and investors.	Dr. Ulrich May Lawyer, Zirngibl Langwieser Rechtsanwälte Partnerschaft also Seminar Facilitator and Referee for Topics of the Real Estate Industry
11.15 – 11.40	Coffee Break	
11.40 – 12.20	Lucrative Investment – Serviced Apartments have reached the interest of institutional investors. The report of Union Investment shows by which criteria the objects are selected.	Martin Schaller Senior Investment Manager, Union Investment Real Estate GmbH
12.20 – 13.00	Attention to our very special event location. Experience the success story of MADISON Hotel.	Thomas Kleinertz Director MADISON Hotel
13.00 – 14.00	Lunch Break	
14.00 – 15.00	Green for free – goes for the second round! Partner houses that made the power check, share their experience.	Andreas Koch CEO, blueContec with his program „green for free“
15.00 – 15.40	Serviced Apartments on click Welcome to the world of online booking, Facebook & Co.	Manfred Ehlert Key Account Manager GUBSE AG
15.40 – 16.00	Coffee Break	
16.00 – 16.40	New Developments: A new apartment concept – SMARTments business	Gerrit M. Ernst Development, SMARTments business GmbH
16.40 – 17.10	Best Practise: modern media in apartments is not a question of the size of the enterprise Leasing is the solution...	Rüdiger Schulze Sales Manager Hotel Medientechnik Keuk GmbH Dirk Rehmann Key Account el Leasing & Service AG
17.10 – 17.30	A temporary home connects – The McDonald’s children’s aid helps families to be with their ill children during their treatment by giving them a possibility to live nearby the hospital. How you can help with no expenses and a minimum of time.	Jenny Mädels General Manager, Ronald McDonald House Berlin-Wedding

Day 1 – 17th October 2013, Evening event

Entry from 07:00 p.m. – Start at 07:30 p.m.

Location: Adina Apartment Hotel Hamburg Michel

Our partner house treats you with a nice buffet and provides drinks for everyone.

A festive and media attracting Awarding of the first SO!APART Awards for the best serviced apartment in Germany. The whole industry is mobilised, 66 houses have applied for the desired trophy. The awards are given in the categories „small and precious“, „grand and great“, „green future“ and „new and special“.

The journalist Anke Pedersen, who has reported about the segment in the past, will guide you through the event. Get to know the jury and enjoy an unforgettable evening.

Great Launch-Party:

Celebrate with us and treat yourself to some fine food supplied by our partner house.

Under the slogan „A temporary home connects“ we support the Mc Donald’s Children’s Aid. Because this topic is very important to us, we will make tombola to raise money for the Ronald McDonald house in Berlin.



DAY 2 – 18th October 2013, D All day event – public day

Location: Lindner Hotel Am Michel | Our partner house will provide you with drinks and food during the day

Time	Topic	Speaker
from 9.00	The doors of the accompanying exhibition are opened.	
09.30 – 09.50	The curtain rises... for the public day of the first SO!APART.	Anett Gregorius CEO, Apartmentservice & Boardinghouse Consulting
09.50 – 10.20	Serviced Apartments – a segment with international roots. A „big player“ gives an insight on the international market.	Hans Peter Kolditz Development Manager, Adagio City Aparthotels
10.20 – 10.50	Focus on the German market – What are the trends? Who are the players? Which concepts are successful?	Anett Gregorius CEO Apartmentservice & Boardinghouse Consulting
10.50 – 11.20	Coffee Break and Exhibition	
11.20 – 11.50	Certified Serviced Apartment – Trust is an important component in purchase. The new seal of the industry is introduced.	Till Runte CEO, BTME Certified GmbH
11.50 – 12.20	Welcome culture international – intercultural sandtraps in dealing with guests, customers and employees.	Daniel Auwermann Managing Partner ICUnet.AG

12.20 – 14.00	Lunch Break and Exhibition	
14.00 – 14.30	The world becomes more and more mobile. Paying and billing processes become easier. AirPlus presents solutions for operators and business travellers.	Margit Romanow Sales Channel Management AirPlus International
14.30 – 15.00	Complaint Management – an essential part of evaluation management.	Katharina Wajnberg Manager for Sales und Partnermanagement CA Customer Alliance GmbH
15.00 – 15.15	The Power in pictures – today's guests only book what they see	Klaus Stemmler Photographer, Studio Stemmler
15.15 – 15.45	Coffee Break and Exhibition	
15.45 – 16.45	Brand new topic – panel discussion about banning Wohnraumzweckentfremdung . Does a third of the apartment houses have to go out of business in two years?	Moderation Nadine Ormo authentic ideas i.a. Representative of Apartmentallianz e.V., Dr. Ulrich May, Anett Gregorius
16.45 – 17.15	RFID / NFC-Technology as a travel companion of the future Proximity cards and RFID (Radio Frequency Identification) are common in all kind of industries and they become constantly more important. But do they also become more important for the business travel industry? How does the technology work, how common is it and how is the acceptance? Get to know where the technology is already used and where it could be used in the future? Look into the future and get to know what's behind the technology and how it will influence the travel industry short-term, mid-term and long-term.	Christian Rosenbaum Chief of VDR-Expert committee Technology
ab 17.15	Conclusion and exhibition	

At the accompanying exhibition we present:

Medientechnik Keuk GmbH, SMARTments business GmbH, fritz-kola GmbH, Corporate Rates Club, via communication consulting, Citadines Apart'Hotel (The Ascott Ltd.), Adina Hotel Operations GmbH, BTME Certified GmbH & Co. KG, Cserni & Kröncke GmbH, Lindner Hotels AG, Rosenthal GmbH, CA Customer Alliance GmbH, KAMPEN rentanevent!, elbdeich – KONTOR FÜR REKLAME, ICUnet.AG, Studio Stemmler, WeNeSe GmbH, Apartmentservice, Boardinghouse Consulting