

Nice to be **A PART**

This was the second round of the SO! APART. Two exciting days with a varied program. Whether operator, investor or industry interested people – the wide range of presentations offered for all current talks, the not to be missed.

A review of the programme of **SO!APART 2014**

Conference day 1

Thursday, 16 October 2014

Location: Lindner Hotel Am Michel

Foods and drinks are provided during the conference.

Time	Topic	Speaker
from 9.30	Welcome and opening of the exhibition	
10.00 – 10.10	Review and outlook and introduction to the SO!APART 2014	Anett Gregorius CEO of Apartmentservice & Boardinghouse Consulting
10.10 – 10.50	Understanding the corporate buyer	Renate Föhr CTM Certified Travelmanager Techniker Krankenkasse Anett Gregorius CEO of Apartmentservice & Boardinghouse Consulting
10.50 – 11.20	Coffee break and exhibition	
11.20 – 12.00	Law topic I – The new law concerning the change of use in living. This is what happened in the past year.	Dr. Ulrich May , Lawyer at Zirngibl Langwieser Rechtsanwälte Partnerschaft as well as Seminar Facilitator and Speaker with focus on the real estate industry Claudia Dünckmann , Coordinator ApartmentAllianz Berlin e.V. Immanuel Lutz , Executive Partner SCHOENHOUSE APARTMENTS GmbH Moderation Nadine Ormo , Owner of authentic ideas
12.00 – 12.30	Law topic II – Gema, GEZ & Co.	Dr. Ulrich May , Lawyer at Zirngibl Langwieser Rechtsanwälte Partnerschaft as well as Seminar Facilitator and Speaker with focus on the real estate industry
12.30 – 13.00 (at choice)	New Developments: The art of accommodating – The Lindenberg. A story of a guest community.	Bernhard Franken , Managing Partner Franken Architekten GmbH
	Playing with the Big Boys – Welcome to the area of contract negotiation with cooperate customers	Björn Kirchhof , Managing Director Nexus World Services

13.00 – 14.00	Lunch break and exhibition	
14.00 – 14.30	Staff in the apartment world – Every management gets the staff it deserves.	Christina Mackedanz , General Manager Adina Apartment Hotel Hamburg Michel Rainer Lagemann , Owner & Trainer Hotelscape
14.30 – 15.00	Lazy and Clever – The Generation Y in the working environment	Isabelle Müller , Owner easYgeneration – Coaching, Training and Consulting
15.00 – 15.20	Following discussion „demand and reality in the HR world““	Christina Mackedanz , Rainer Lagemann , Isabelle Müller
15.20 – 15.40	Coffee break and exhibition	
15.40 – 16.00	Yielding of Serviced Apartments. – Really a good idea?	Petra Rottenaicher , Sales Manager Europe Citadines Arnulfpark Munich
16.00 – 16.40	How good is your direct sale? Social Media, barrier-free website, constant guest contact – Communicative wasteland or part of your company’s culture?	Felix Heidenreich , Area Manager Protel Hotelsoftware GmbH
16.50 – 17.30 (at choice)	Round table talk „PMS“ – Meeting the guests changing needs with a modern apartment administration tool. The pros and cons of automation through PMS. – limited to 30 participants –	Björn Ahrndt , CEO HOTLINE GROUP GmbH, Marketing and Sales Felix Heidenreich , Area Manager Protel Hotelsoftware GmbH Gerd Baldauf , Head of Sales & Marketing GUBSE AG Moderation: Anett Gregorius
	„ Intercultural workshop “ – Learning the intercultural interaction with guests and colleagues	Daniel Auwermann , Managing Partner ICUnet.AG

Conference day 2

Friday, 17 October 2014

Ort: Lindner Hotel Am Michel

Foods and drinks are provided during the conference.

Time	Topic	Speaker
from 9.00	Opening of the exhibition	
9.30 – 9.50	Current developments at the German Serviced Apartment market. An attempt of structuring the concept variety in the segment.	Anett Gregorius , CEO Apartmentservice & Boardinghouse Consulting Petra Rottenaicher , Sales Manager Europe Citadines Arnulfpark Munich Vangelis Porikis , Director Central & Northern Europe APARTHOTELS ADAGIO Matthias Niemeyer
9.50 – 10.10	Seeing the bigger picture: Insights to the international market.	Jo Layton , Managing Director Group Commercial Sales The Apartment Service
10.10 – 10.20	Introducing the Serviced Apartment Summit London.	Piers Brown , CEO Boutique Hotel Media

10.20 – 10.50	Sharing, exchanging, prevailing – The power of peer to peer	Roman Bach , CEO 9flats.com Moderation: Kai Böcking
10.50 – 11.20	Coffee break and exhibition	
11.20 – 11.50	Seeking numbers for the segment	Dennis Spitra , Business Development Executive STR Global
11.50 – 12.20	A nice living area is not enough – how does it become a success story? Best practise at the example of iPartment	Mathias Rincón , Communication Consultant and CEO of Rincón2Medien GmbH
12.20 – 13.10	New Trends of the segment: The rise of Micro Apartments. Keynote speech and following panel discussion	Dr. Stefan Brauckmann , Leitung Research & Analyse GBI AG und lecture at the University of Hamburg Gerrit M. Ernst , Leading director Nord Project Immobilien and Beteiligungsgesellschaft mbH and Co-founder des Labels SMARTments Christian Dunkelberg , member of the board of directors Isaria Wohnbau AG Moderation: Nadine Ormo
13.10 – 14.10	Lunch break and exhibition	
14.10 – 14.40	Apartment facilities – The perfect layout. Smart ideas for small and big rooms or how to create this homely feeling?	Susanne Brandherm, Sabine Krumrey , Managing partner Brandherm + krumrey interior architecture
14.40 – 15.00	Convincing with quality: The new seal of the industry as a customer certificate. Report of an examiner	Till Runte , CEO BTME Certified GmbH & Co. KG Petra Knölke-Pohl , Executive Department finance and controlling DLR e.V. and auditor of Certified Serviced Apartments
15.00 – 15.20	Strategic growth through management contracts and franchising. At the example of Adagio Aparthotels	Vangelis Porikis , Director Central & Northern Europe APARTHOTELS ADAGIO
	Closing remarks and feedback	

Presented at the exhibition are:

Apartmentservice, Boardinghouse Consulting, debolon dessauer bodenbeläge GmbH & Co. KG, AFICOM S.A.S, Rosenthal GmbH, AirPlus International, ADAGIO Deutschland, SMARTments business (GBI AG), Design Offices GmbH, GEENEX food Vertriebs GmbH & Co. KG, FBF bed&more Fränkische Bettwarenfabrik GmbH.

More exhibitors will follow.