

Hospitality Reimagined: CX, AI & the Digital Evolution

18-19th of March, 2024

JW Marriott Bucharest Grand Hotel

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repatriot



BRCC

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FEDERATION OF ROMANIAN
HOTELS & TOURISM**Dear partner,**

Warm greetings! Are you ready to dive into the future of hospitality with us?

Did you know?

- A whopping 77% of guests rate hotel tech as important for their stay! (Oracle)
- 69% would rather use their mobile devices to request services. (Oracle)
- The AI market in our industry is skyrocketing with a CAGR (Compound annual growth rate) of 41.1%!
- 70% seek tech products for a personalized comfort in their rooms. (Skift)

Change is rapid, and what's in vogue today might be history tomorrow. The true revolution isn't just about tech - it's about using it to enhance our human hospitality, personalizing the guest experience in every step of their journey.

We're excited to announce our upcoming course:

Hospitality Reimagined: CX, AI & the Digital Evolution

Date	Location	Language	Price
18-19 th of March 2024	JW Marriott Bucharest Grand Hotel	Romanian with English materials	380 euro + VAT

Key questions:

- What are the "must have" technologies & tools from a guest satisfaction and hotel investment standpoint?
- How will automation and artificial intelligence enable hotels to provide a more tailored guest experience - before, during and after the stay?
- How will staffing models change in response to current labour shortages and technology advancement?
- How are hotels rethinking revenue models to support guests' personalised experiences?

Lead Trainer**Raluca Epureanu**

Raluca Epureanu has a distinguished 17-year career in the hospitality industry, working with global brands such as The Ritz-Carlton, JW Marriott, and Marriott International across the USA, UK, UAE, and Hong Kong. Holding an EMBA from the University of Oxford, she currently leads a CX consultancy firm serving clients in the tourism, hospitality, and retail sectors. Formerly, at Marriott International, she was the Senior Director of Events for Asia-Pacific, providing leadership for 750 hotels, 23 brands in 24 countries, with a workforce of 175,000 associates.

Raluca is the first Romanian woman to be awarded the Forté Scholarship for the EMBA program, has been featured in Poets and Quants' list of the Best and Brightest Executive MBAs of 2022, and graduated with distinction. She has been included in "Top 100 Romanians worldwide 2023".

Her core competencies include Customer Experience, Human-Centered Service Design, Hotel Management, Project Management, and Hospitality Consulting.

This comprehensive training course is designed to empower hospitality professionals with the knowledge and skills needed to navigate the intersection of Customer Experience (CX), Hospitality and Digitalization. Participants will gain a deep understanding of the pivotal role digital technologies play in shaping modern guest interactions and learn how to leverage these tools to enhance overall customer satisfaction. The training features simulations and real-life case studies from the hospitality industry, focusing on hotels and restaurant.

Key takeaways:**Comprehend the Impact of Digital Transformation**

- Understand the profound influence of digitalization on the hospitality industry.
- Recognize emerging trends and technological shifts shaping guest expectations!

Move towards Guest Centricity: Map and Optimize Customer Journeys

- Develop proficiency in mapping digital customer journeys.
- Identify key touchpoints for enhancing guest experiences through digital channels.

Implement Cutting-Edge Technologies for CX Enhancement

- Understand the latest technologies & tools transforming CX in hospitality.
- Gain practical insights from real case studies into integrating AI, AR, and VR for optimal customer engagement.

From Data to Knowledge: Craft Personalized Guest Experiences

- Learn strategies to create personalized experiences in the digital realm.
- Understand the role of human capital in implementing digital solutions for a seamless guest journey.

Comprehend the Hospitality Digitalization Challenges

- Anticipate & navigate challenges associated with digitalization (cybersecurity, safeguarding sensitive information); Real case studies.

Don't let this chance slip by! Grab your spot and join us in redefining hospitality.

For registration or more info, contact us directly or register on this button.

[Discover more](#)**Contact**cristina.neacsu@wined.swiss

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