



BOOK DIRECT SUMMIT



LONDON

GOA

DUBAI

LAKHS OF HOTELIERS

**ONE AIM :
INCREASE YOUR DIRECT BOOKINGS**

**BLOCK YOUR ATTENDANCE NOW
JOIN THE MOVEMENT**

10TH - 11TH February 2021, GOA | MARRIOTT, PANJIM



BOOK DIRECT
SUMMIT



1

AGENDA

Day one

- 2:30 - 3:30 Registration
- 3:30 - 04:00 Future of UX/guest experiences
(Workshops by Sarthi.ai*, Alexa*)
- 04:00 - 4:10 Organisers' welcome by Kartikeya Tiwari, Aamir Varcie,
Ranvijay Singh, Chief Innovators - SuperInnovators.com
- 04:10 - 4:45 The future of online distribution & Googles role in it
(Head or someone senior from 'Google Hotel*' to share his views on it)
- 04:45 - 05:15 Coffee Break
- 05:15 - 05:45 What are the various Digital Marketing tools available to the hotelier & the cost, along with right revenue expectations.
(KEYNOTE Management Digital Marketing Expert of some leading Group of hotels. A digital agency* can be a participant as well)
- 05:45 - 06:10 Digital Advertising Budget should be called DIRECT BOOKING budget, and how to put a figure to it
(PANEL, Digital Advertising team head for some hotel brand, * Digital advertisers in Hotel Space*, Google Hotel Ads* team member, TripAdvisor* A&M team member)
- 06:10 - 06:30 How using user-generated content can push your direct bookings (Kartikeya Tiwari)
- 06:30 - 06:45 How right new age Payment system can enhance the User experiences



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(Invite PayTM*, Phone Pe*, PayU*, etc)

06:45 - 07:15 Reputation Management is directly proportional to sales.
(Invite Leading Reputation management company in Hotel space in India)

07:15 - 07:35 Address PARITY & get Rewards
(To Invite Rate Shopper Companies, like OTAINSIGHT*, RateTiger*)

07:35 - 8:10 Role of Automation in Hotel Industry
(Speakers from Automation Anywhere*, Another Monday*, etc)

08:10 - 08:15 Organisers Thanks note by Kartikeya Tiwari, Aamir Varcie, Ranvijay Singh, Chief Innovators - SuperInnovators.com

08:15 Onwards Dinner & the Party

Day 2

10:00 - 11:00 Registration

11:00 - 11:30 Which metasearch engine should I invest in at my hotel?
(KEYNOTE Speaker from TripAdvisor*, Trivago*, Google Hotel*)

11:30 - 11:45 Live website teardown: Discover UX best practices to boost conversion rates (Hotel Website Space company, such as Sofitel*, and KT)

11:45 - 12:00 What are the must-haves for a booking engine in 2021?
(PANEL from Djubo*, or other Channel managers*, KT)



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- 12:00 - 12:30 What should be the successful Distribution strategy in 2021
(Google*, Big Hotelier* group rep)
- 12:30 - 12:50 Organize and visualize your data to drive meaningful actions
(KT & Olly Caughan* from AlphaLake.ai)
- 12:50 - 13:15 What role Banks can play in the success of the hotelier
(Keynote by Yes Bank*, or some other bank chairman*)
- 13:15 - 13:30 Meet the Super Hotelier (Story of few successful Hoteliers)
- 13:30 - 13:45 Organisers wrap up by KT & Aamir
- 13:45 Onwards Champagne Reception
* Likely Participants

Brochures provided on

- Organize and visualize your data to drive meaningful actions
- Influence the traveller path to purchase
- 10 ways to enhance your sales and user experiences simultaneously
- Google seems to be taking over the role OTAs play in the guest journey and doing a better job.
- Hoteliers Tech Guide

Dates : 10th & 11th November ,2021
Venue Goa, Goa| Marriott, Panjim
Participation Group : 500 Hoteliers from around the India



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1. POSITIONING CAMPAIGN

CONTENT DELIVERABLES

- ▶ Teaser & Reveal Campaign
- ▶ BOOK DIRECT Facebook, Instagram & digital Handles. Brand Partners & Influencers, and bloggers Team will also ideate with BOOK DIRECT SUMMIT team.

BONUS

- ▶ Lots of Newspaper, Venue, Outdoor, Digital Branding through India Beach fashion week (IBFW)(if desired by the brand)

2. CALL FOR REGISTRATIONS

CONTENT DELIVERABLES

- ▶ BOOK DIRECT Summit will bring together the inspired hoteliers from the country, digital agencies in this space, and people that matter through JOIN THE MOVEMENT campaign
ON-GROUND
- ▶ Across all the tie-up network of Hoteliers, Hotel Associations, Travel Agent Federation of India
PRINT
- ▶ Editorials in Toi, about the Summit across all metro's & GOA
OUTDOOR
- ▶ Across 250 live Tag Talk Screen across Mumbai, Delhi, Bangalore, Pune, Hyderabad, Chennai in Key Bars, Cafe, Corporates
DIGITAL
- ▶ BOOK DIRECT Facebook, Instagram & digital Handles. Brand Partners & Influencers, and bloggers Team will also ideate with BOOK DIRECT SUMMIT team.
Bonus
- ▶ Lots of Newspaper, Venue, Outdoor, Digital Branding through India Beach fashion week (IBFW)

3.

PRE - SUMMIT MEDIA CAMPAIGN



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CONTENT DELIVERABLES

- ▶ 50 Students of top digital advertising & marketing colleges in Pune, Goa, Mumbai to be invited, and educated in META SEARCH concepts.
- ▶ MAKING OF THE VIDEO with the students & Hoteliers| NATIONWIDE SOCIAL CONTENT INTEGRATION of the shoot highlights.
- ▶ THE CAMPAIGN will ALSO INCORPORATE relevant BLOGGERS & INFLUENCERS to be the PART OF THIS CAMPAIGN.
- ▶ THE activity will BE PART OF THE NATIONWIDE PRE 'BOOK DIRECT SUMMIT' PR CAMPAIGN
ON-GROUND
- ▶ Across all the tie-up network of Hoteliers, Hotel Associations, Travel Agent Federation of India
PRINT
- ▶ Half page color display ad in Goa Times - SUMMIT awareness promotion (1 nos) Mumbai Media net/ Over 17 cities via PTI, ANI and other stingers
OUTDOOR
- ▶ 10 strategic outdoor sites across Mumbai & Goa for 7 days.
DIGITAL
- ▶ Multiple content buckets - Your brand integrated in the visual communication. Multiple contests for engagement and give aways. Blogger Associations to promote BOOK DIRECT SUMMIT. Over 250 screens across the country and Dubai, popular bars, cafe, restaurants.
Bonus
- ▶ Lots of Newspaper, Venue, Outdoor, Digital Branding through IBFW

4. BOOK DIRECT PREVIEW EVENING & PRESS CONFERENCE CONTENT DELIVERABLES

CONTENT DELIVERABLES

- ▶ Press Conference / Announcement with Headline Participants, Media & brand representative.



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ON-GROUND

- ▶ Press Conference / Announcement with Headline Brands, Media & brand representative. On event branding and checkered

PRINT

- ▶ Mumbai Media net/ Over cities via PTI, ANI and other stingers

OUTDOOR

- ▶ 10 strategic outdoor sites across Mumbai & Goa for 7 days.

DIGITAL

- ▶ BOOK DIRECT Facebook, Instagram & digital Handles. Brand Partners & Influencers, and bloggers Team will also ideate with BOOK DIRECT SUMMIT team.

Bonus

- ▶ Lots of Newspaper, Venue, Outdoor, Digital Branding through IBFW

5. BOOK DIRECT SUMMIT | MAIN SHOW CONTENT DELIVERABLES

Key Ideas:

- ▶ ASSOCIATION WITH KEY Hoteliers like Marriott, Cidade Goa, The Lalit, CaraVela, Riva Beach resort etc
- ▶ NATIONWIDE SOCIAL & PR CONTENT INTEGRATION with Hoteliers, Bloggers & Influencers.
- ▶ SHOW ATTENDED BY top media, EDITORS, NATIONWIDE print, television MEDIA & BLOGGERS.
- ▶ OPTION TO HAVE A CELEBRITY SPEAKER FOR THIS SUMMIT.
- ▶ show to have the representative of Your brand, with an opportunity to talk on the topics covered.
- ▶ Brands Video to be played before this show.
- ▶ Engagement with Bloggers and Influencers : Use SUMMIT as a content platform to engage with these communities on unconditional basis with the brand.
- ▶ Experience Zone & YOUR BRANDS EXPERIENCE PRESENTATION & AFTER PARTIES.
- ▶ Brand video of 30 secs to be played before key shows



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ON-GROUND

- ▶ BOOK DIRECT SUMMITS integrated Logo across - Venue Map / Runway LED / Signages / Hoteliers Handbook / Invites / Media Checkered Backdrops / Handbook Print ad inserts / show videos

PRINT

- ▶ BOOK DIRECT integrated Logo across Newspaper Ads. (2 nos). Post show coverage across nationwide media. Post show medianet, Mumbai. Over 17 cities via PTI, ANI and other stingers

OUTDOOR

- ▶ 10 strategic outdoor sites across Mumbai & Goa for 7 days. Across 250 live Tag Talk Screen across Mumbai, Delhi, Bangalore, Pune in Key Bars, Cafe, Corporates

DIGITAL

- ▶ Integrated Logo / Facebook / Instagram / YouTube / BookMyShow / Influencer & Blogger Handles / Online Partner Handles. Live streaming of all events at the BOOK DIRECT through all 3 days with a digital outreach of over 5 million people.

Bonus

- ▶ Lots of Newspaper, Venue, Outdoor, Digital Branding through IBFW



POSSIBLE PARTICIPANTS

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