



The 10th Annual ASAP Serviced Apartment Convention expands event programme, and opens early-bird delegate booking

The Association of Serviced Apartment Providers (ASAP) - the leading not-for-profit trade body for the serviced apartment sector – has today launched early bird ticket sales and announced details of its **2019 Serviced Apartment Convention**, which will be held in London on **10th and 11th December 2019**.

James Foice, Chief Executive of ASAP, comments:

“As the annual Convention heads into its 10th year, we are delighted to announce today that we have further expanded the event programme following the success of the 2018 event and delegate feedback.

“The Convention is the must-attend event in the calendar for the sector and the wider hospitality industry; and it continues to be the largest gathering of serviced apartment professionals, which encourages thought-provoking debates, facilitates collaboration, and ignites new ideas and passion to drive businesses, and the people within them, forward.”

‘World of Opportunity’

The event will bring together experts who are respected authorities in their fields, industry thought leaders, key decision makers, and peers from around the globe. Under the Convention theme **‘World of Opportunity’**, the event will capture new thinking, share innovations, and offer unrivalled networking opportunities for delegates to engage directly with operators, agents, investors and suppliers via the exhibition.

The Convention will this year offer a full 2-day programme and exhibition, across both days **Tuesday 10th and Wednesday 11th December** at **etc venues, 155 Bishopsgate, London**. Both days will include keynote and motivational speakers, plenary sessions and grand panel discussions, as well as 16 educational seminars and interactive sessions, covering everything from leveraging guest intelligence to deliver the guest experience, to the opportunities of technology and digital marketing. Sessions will consider industry differentiation, quality, and improving the guest experience, as well as reviewing current global industry trends, insights and future opportunities, the requirements of accommodation corporate buyers, and how the sector can raise its profile.

James Foice continues: *“Following our launch of the world’s first dedicated directory at staywithconfidence.com and the launch of the Global Alliance of Serviced Accommodation (GASA), there is a world of opportunity for the sector; and with our own members now operating across 19 countries, never has there been a more appropriate time for us to consider all the future opportunities for this dynamic and exciting sector globally, and the businesses and people within it.”*

The Convention programme will conclude both days with an early evening drinks reception, and using a



dedicated event app, delegates will be able to interact with fellow attendees' months in advance of the event, to maximise networking opportunities.

Early-Bird ticket offer

In order to deliver maximum value to its members and delegates from the sector, ASAP has been able to offer an early-bird delegate rate, for both members and non-member serviced apartment provider companies who can hugely benefit from attending the event. With the extended programme over two full days, early-bird tickets for the event are competitively priced starting from only £249 + VAT. Full details of the ticket options for both ASAP members and the wider industry can be found on the dedicated Convention website – www.asapconvention.org.uk

Further details about the 2-day event programme for the **2019 ASAP Convention** will be announced over the summer – so watch this space!

Ends

Further event information:

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Background

ASAP: Association of Serviced Apartment Providers – www.theasap.org.uk - is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. Our serviced apartment providers own and operate over 100,000 properties globally. Our membership also includes 12 serviced apartment agencies committed to supporting and growing the sector.

The 2019 ASAP Convention now in its 10th year will take place over **2 days** – Tuesday 11th and Wednesday 12th December at **etc. venues** 155 Bishopsgate, London EC2M 3YD. For all information www.asapconvention.org.uk

ASAP has launched an extensive range of sponsorship and exhibitor opportunities for both the **Convention and the Awards** – [sponsorship document](#)

Staywithconfidence.com is the worlds first directory for the Serviced Apartment sector showcasing Serviced Apartment Provider and Agent companies who have all met a minimum standard of ISAAP Compliance and Accreditation giving assurance to the consumer that the required standards of safety, security and duty of care have been met. For further information <https://www.staywithconfidence.com/>