



ASAP 2019 Serviced Apartment Convention: two days, two keynote speakers - twice as unmissable!

The Association of Serviced Apartment Providers (ASAP), the not-for-profit trade body for the serviced apartment sector, is delighted to announce that, in line with this year's event running over two full days packed with seminars, workshops, and panel discussions – not to mention extra time for networking and socialising - there will be the opportunity to enjoy TWO keynote speakers, one on each day.

“World of Opportunity”.

ASAP's tenth Annual Convention, which will be held once more at etc venues, 155 Bishopsgate in London, on Tuesday 10th and Wednesday 11th December, will connect, inspire and support those within the global serviced apartment, corporate housing and extended stay sectors as well as welcoming those from the wider hospitality industry, under this year's theme “World of Opportunity”.

Day one Keynote will be delivered by Simon Calder, well-known to anyone with an interest in travel from his many appearances across press and broadcast media as “the man who pays his way”. From the start of his career at Gatwick airport, where he cleaned out planes for Sir Freddie Laker and, later, frisked passengers (for a job, that is; not a hobby), Simon has seen the industry evolve into the integral part of our national economy it is today.

On Wednesday, day two, edgy tech entrepreneur, expert in ideas and author Shed Simove will regale delegates with his thoughts and insights on “Unlocking Your Creativity: 3 Ways to Have Amazing Ideas”. Shed, who believes that “when an idea pops into your head, it can send you on amazing adventures - if you follow the idea through...” will share techniques that can be used to unlock creativity and help to make anyone's ideas happen. He fervently believes in ‘failing upwards’ by trying to launch numerous ideas and learning from the amazing experiences they bring.

The whole event will capture new thinking, share innovations and offer over 16 hours of networking opportunities to engage directly with operators, agents, investors and suppliers via the two-day exhibition in addition to encouraging engagement, discussion and collaboration.

James Foice, ASAP Chief Executive, comments:

‘It's fantastic to have secured not one, but TWO, inspiring speakers for this year's Convention. It's an exciting time for our part of the hospitality sector, and we know that the programme is shaping up into something quite remarkable.

The event grows every year in terms of delegate numbers, exhibitors and opportunities, and the positive comments and suggestions we receive from our delegates after the Convention are testament to the interest there is, in making this an even more comprehensive programme.

I await with interest how many days we will need to run over next year if this keeps up!’

Tickets are now on sale for the event and can be booked on the dedicated Convention website – <http://asapconvention.org.uk> Early-bird booking is now open for members and select non-member companies and runs until **30th September**.

Further details of the Convention seminar programme will be released later this summer.

Ends

Further information:

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Background

ASAP: Association of Serviced Apartment Providers is the not for profit trade body representing only Quality Accredited Operator and Agent members, who collectively operate over 100,000 apartments in 19 countries and offer 3 million bed nights per year. Jointly, they are actively helping our ambitious plans; to grow the sector into one where the majority of all consumers understand the benefits of serviced apartments, and see them as a safe, modern and credible alternative to more conventional types of accommodation.

www.theasap.org.uk

The 2019 ASAP Serviced Apartment Convention will take place on **Tuesday 10th and Wednesday 11th December** at etc Venues 155 Bishopsgate, London. <http://asapconvention.org.uk>

An extensive range of exhibitor and sponsorship opportunities is available for our events, further information online: <http://theasap.org.uk/business-partnerships/sponsorship-exhibition-and-advertising-opportunities/>

ASAP News Hub: 'The Voice of the sector' - <http://hub.theasap.org.uk> - Our hub features all the latest news stories for the serviced apartment sector as well as interesting trends/insights in the wider travel industry.

Simon Calder is Britain's leading travel commentator, writes for the Evening Standard, the i newspaper, Waitrose Weekend and BA's inflight magazine, High Life, presents the Global Guru section of The Travel Show (BBC Worldwide and BBC2), and is a regular guest on national TV, often seen on BBC Breakfast News, Good Morning Britain, ITV News, CNN and Sky News. He is often interviewed on BBC radio, particularly for BBC Radio 4 and BBC Radio Five. Website: <https://www.simoncalder.co.uk/>

Shed Simove is an entrepreneur, author and keynote speaker. His core areas of expertise are creativity, innovation, guerrilla marketing and generating ideas which lead to increased sales and opportunities.

Shed performs highly memorable, entertaining, instructive and inspiring talks that showcase his business insights, methods for sales growth, tips for creative thinking and his amazing adventures. He uses his own entrepreneurial journeys to deliver concrete techniques that give any company, organisation or audience practical methods for creative thinking and ways to come up with new ideas, and his talks help people to think differently in order to obtain huge success. Website: shedsimove.com