



## 2018 ASAP Serviced Apartment Convention expands to 2 day event, as delegate booking opens

**The Association of Serviced Apartment Providers (ASAP)** - the leading not-for-profit trade body for the serviced apartment sector – has today announced details of its **2018 Serviced Apartment Convention** to be held in London on **5 and 6 December 2018**.

James Foice, Chief Executive of the ASAP, comments:

*'We are delighted to announce today that we have extended our annual Convention to become a 2-day event for the first time in 2018. Now in its 9th year, this is the must-attend event in our annual calendar – the largest gathering of serviced apartment professionals anywhere in the world attracting operators, agents, investors, developers and suppliers. Delegate feedback last year confirmed this is such an important opportunity for our sector to come together from across the 19 countries we cover, that the time is right to expand it to a 2 day event.'*

Under the Convention theme '**Embracing the Future**', day one on **Wednesday 5 December** – will be held at The Institute of Directors on Pall Mall. The day one programme will offer a range of 9 educational seminars and interactive sessions covering everything from Diversity in the Workplace, to Revenue Management as well as hosted partner sessions followed by an evening drinks reception. Day 2 on **Thursday 6 December** will take place at etc venues 155 Bishopsgate. Highlights of the Day 2 programme will include a keynote and motivational speaker, plenary sessions as well as a 'grand panel' discussion with industry leaders, 6 break-out seminars and an exhibition of key suppliers for the serviced apartment industry.

The Convention programme will conclude with an early evening drinks reception which will then lead straight onto the prestigious **ASAP Gala Dinner and Serviced Apartment Industry Awards** celebration on the evening of 6 December, the culmination of the 2 day event.

New for 2018 will be the introduction of a dedicated event app so delegates can interact with fellow attendees in advance of the Convention to facilitate maximum networking opportunities.

In order to deliver maximum value to its members, ASAP has successfully held the early-bird delegate rate at last year's level - £199 + VAT (for bookings made up to 30 September), with the added benefit of the additional day's programme. The combined Convention and Gala Awards dinner early-bird ticket price is £324 + 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](http://www.asapconvention.org.uk)

Further details about the 2-day event programme for the **2018 ASAP Convention** – will be announced over the summer.

**Ends**

#### **Further media information:**

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#### **Background**

**ASAP: Association of Serviced Apartment Providers** – [www.theasap.org.uk](http://www.theasap.org.uk) - is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. Our 189 members own and operate over 100,000 properties globally. Our membership also includes 12 serviced apartment agencies committed to supporting and growing the sector. Our **ASAP Quality Accreditation** is the leading global quality assessment programme for the serviced apartment sector. <http://theasap.org.uk/memberships/quality-accreditation-programme/stay-with-confidence-quality-accreditation/>

**The 2018 ASAP Serviced Apartment Convention** will take place over **2 days – Wednesday 5 and Thursday 6 December**. [www.asapconvention.org.uk](http://www.asapconvention.org.uk). Day 1 on **Wednesday 5 December** will take place at the **Institute of Directors** on Pall Mall, London SW1 5ED and day 2 on **Thursday 6 December** will be held at **etc Venues** 155 Bishopsgate, London EC2M 3YD. All event queries to [events@theasap.org.uk](mailto:events@theasap.org.uk)

**The ASAP 2018 Serviced Apartment Industry Awards** celebration will take place on the evening of **6 December**, also at etc Venues 155 Bishopsgate, London. [www.asapawards.org.uk](http://www.asapawards.org.uk)

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

**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