

## **CHME Conference, Belfast 4 - 6 May 2016**

### **Innovate, Inspire, Succeed**

Today's hospitality industry is thriving with management and staff implementing innovative practices and adopting new ways of thinking in the communication, design and the operations of their business to inspire, change and elevate the guest experience. CHME 2016, hosted by the Ulster University, seeks to explore the dimensions of innovation and customer-centricity in hospitality. We encourage contributions that address what is truly inspirational, future orientated and customer focused in hospitality theory, practice and education.

Located across our four campuses in Belfast, Coleraine, Jordanstown and Magee in Derry/Londonderry, Ulster University is strongly committed to the inclusive economic, social and cultural transformation in advancing Northern Ireland on a global platform. As an entrepreneurial, innovative and dynamic university, we are committed to realising our vision of "leading in the provision of professional education for professional life". In particular, we value our ability to combine our core academic provision with strong and productive links across the economy and society both on a local, national and international scale.

Our Belfast campus is located 3 miles from George Best City Airport and is situated in the heart of the city near the popular cultural hub known as the Cathedral Quarter. Taking its name from St. Anne's Cathedral, the Cathedral Quarter is packed full of interesting architecture and activity, ranging from period buildings to pubs, artist collectives, galleries and warehouse restaurants, all located around a series of cobbled streets. The campus and the city offer beautiful public spaces, including Custom House Square, Cotton Court, Writer's Square and the newly regenerated Titanic Quarter.

Belfast combines big city amenities with an innate friendliness and a good bit of craic [as we say in Northern Ireland!] With a mix that guarantees an attractive warm welcome combined with the recent announcement that 2016 has been declared Northern Ireland's Year of Food hopefully we have given you an appetite to visit the province.

We look forward to seeing you there next year!