

FrankieKnowledge

A Special Invitation

to participate in the

1-Day Global Unique Guest Service Legacy Conference 2025

Theme

Achieving sustainable revenue and profits

Specially designed for

Hotels, Resorts and Serviced Apartments

**4th December 2025 [Thursday] Manhattan 2 Main Ballroom
Level 14, Berjaya Times Square Hotel, Kuala Lumpur, Malaysia**

Featuring

**The 60 minutes
Service Experience Fair**

**First time ever in
Malaysia and the region**

Conceptualized by

**Dr. Frankie Ow DBA
Global Advisor and Coach**

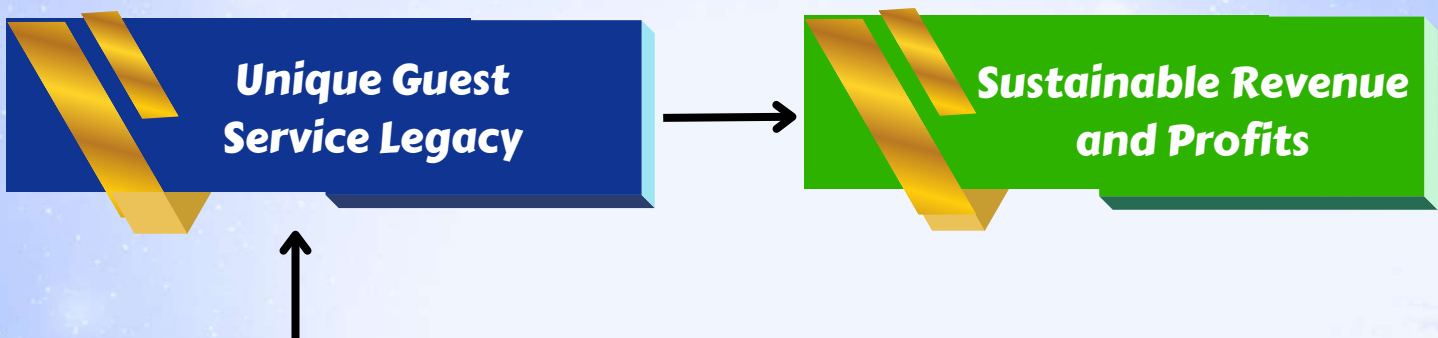
FrankieKnowledge Advisory and Coaching Faculty

**“ Unique Guest Service Legacy
is the
Single Most Powerful Strategy
to ensure that
Hotels, Resorts and Serviced Apartments
achieve sustainable revenue and profits ”**

Dr Frankie Ow DBA

What is Unique Guest Service Legacy ?

- 1 **Unique Guest Service Legacy is the internalized tradition of differentiated service that contributes to superior and consistent performance of hotels, resorts and serviced apartments**



6 Distinct Stages

- 1 Establish well - defined guest service focus
- 2 Implement 9 key steps to achieve guest service impact
- 3 Constantly reinforce critical service success factors
- 4 Develop deep-rooted guest service culture
- 5 Adopt guest review score as quantitative measurement
- 6 Continuously drive breakthrough in creating memorable experience

- 2 **In summary, unique guest service legacy is about enhancing internal distinctive competencies to secure highly differentiated external competitive service advantage**
- 3 **The ultimate focus is to achieve sustainable revenue and profits**

Power of Unique Guest Service Legacy

**Hotels, Resorts
and Serviced Apartments
that are
Built to Last**



**To achieve sustainable revenue and profits,
Hotels, Resorts and Serviced Apartments
must adopt a highly structured approach
to progressively build their own
UNIQUE GUEST SERVICE LEGACY**



16 Very Practical Conference Topics and Benefits for YOU

- ① How to build a **Unique Guest Service Legacy** to achieve sustainable revenue and profits
- ② How to attain breakthrough performance in service excellence and create memorable experience through **AI [Artificial Intelligence] CRM Chatbot** by offering speedy, accurate, consistent and needs-driven guest service
- ③ How to leapfrog to the next level of innovative and sustainable guest service delivery by deploying highly economical rental basis **Hospitality Robots**
- ④ How to significantly improve guest booking experience and room occupancy by leveraging on the artificial intelligence powered and highly interactive **Epic AI Hotellink**
- ⑤ How to transform your entire guest service environment with easy-to-adopt **Stunning Visual Display** and **Customized Music Delivery via Music Box**
- ⑥ How to use **Social Media Tools** to enhance guest interactions and increase non-commissioned sales [**facebook, instagram, tik tok, xiaohongshu, website, youtube and twitter**]
- ⑦ How to **Groom and Brand** your staff to be guest service ambassadors for your hotels, resorts and serviced apartments
- ⑧ How to successfully implement **ESG [Environmental, Social and Governance] Practices** to drive highly differentiated guest service - A step by step approach to be a **Green Hotel** or **Eco-friendly Hotel**
- ⑨ How to use highly affordable **Custom - made Linen, Amenities and Accessories** to project service brand differentiation

16 Very Practical Conference Topics and Benefits for YOU

- 10 How to boost the guest ratings of your hotels, resorts and serviced apartments with **Smart Hospitality and Intelligent Automation**
- 11 How to increase **Operational Efficiency** for improved guest service, productivity and profit margin
- 12 How to pamper your guests with **Smart Mattress** and increase the guest review score
- 13 How to use **Unique Room Fragrance** that appeals to your guests and create long lasting memorable stay experience
- 14 How to build a **Hospitality Legacy** through financial, tax and advisory intelligence in guest service
- 15 How hotels, resorts and serviced apartments build unique guest service legacies to stay competitive in the highly **Challenging Hospitality Industry in Vietnam**
- 16 How to systematically **Nurture Guest Service Professionals** and prepare a planned career for key talents to grow with the hotels, resorts and serviced apartments



The 60 minutes Service Experience Fair

What you can expect ?

① Experience live demonstration on -

- 1.1** how AI CRM Chatbot can offer speedy, accurate, consistent and needs-driven guest service
- 1.2** how hospitality robots can deliver innovative and sustainable guest service in the digital intelligence era
- 1.3** how to use unique room fragrance to create memorable stay experience
- 1.4** how stunning visual display and customized music delivery can transform your guest service environment
- 1.5** how social media tools can enhance guest interactions and increase non-commissioned sales
- 1.6** how Epic AI HotelLink can significantly improve guest booking experience and room occupancy
- 1.7** how technology-driven smart mattress and the latest vending massage chair can pamper your guests and increase guest review scores
- 1.8** how 24/7 smart IOT beverage vending solutions can delight guests in hotels, resorts and serviced apartments
- 1.9** how SEO enabled website can grow your book direct revenue and strengthen guest loyalty
- 1.10** how a reliable channel manager can maximize revenue and guest booking experience

The 60 minutes Service Experience Fair

What you can expect ?

② Experience face to face consultation on -

- 2.1 how to use custom-made linen, amenities and accessories to project service brand differentiation**
- 2.2 how to successfully implement ESG to drive highly differentiated guest service**
- 2.3 how to groom and brand your staff to be guest service ambassadors**
- 2.4 how to increase operational efficiency for improved guest service, productivity and profit margin**
- 2.5 how to boost guest ratings with smart hospitality and intelligent automation**
- 2.6 how to secure working capital financing and loans for renovation / refurbishment / property acquisition**
- 2.7 how to sign up for your 1-month free trial to experience the latest AI CRM chatbot**
- 2.8 how to sign up for your 1-month free trial to experience customized music delivery via music box**
- 2.9 how to obtain your hotel artificial intelligent visibility report for free**
- 2.10 how to obtain your digital solutions grant up to RM 5K and sign up for your 14-day free trial to experience a SEO-enabled website**

Global Hospitality Collaboration

- 1 **Participants from hotels, resorts and serviced apartments are fully encouraged to distribute their promotional materials during the conference**
- 2 **There are a lot of opportunities to tie up with other local and overseas participants during the conference, especially during the 60 minutes Service Experience Fair**
- 3 **The global conference is also an excellent platform for hotel associations and hospitality organizations to collaborate with one another**

Global Recognition Award

During the global conference, hotels, resorts and serviced apartments that have achieved Guest Review Score of 7.0 and above on Booking.com Platform will be presented the **Certificate of Service Achievement - Unique Guest Service Legacy Award 2025 on Stage**



Special Announcement

**During the Service Experience Fair,
conference participants can sign up for their**

1-Month Free Trial*

to experience how

AI CRM Chatbot

**can offer speedy, accurate, consistent
and needs-driven service to drive**

Unique Guest Service Legacy

Unique Opportunity

During the Service Experience Fair,
conference participants can sign up for their

1-Month Free Trial *

to experience how

Customized Music Delivery via Music Box

can transform the entire

Guest Service Environment



Unbelievable Benefit

During the Service Experience Fair,
conference participants can obtain their

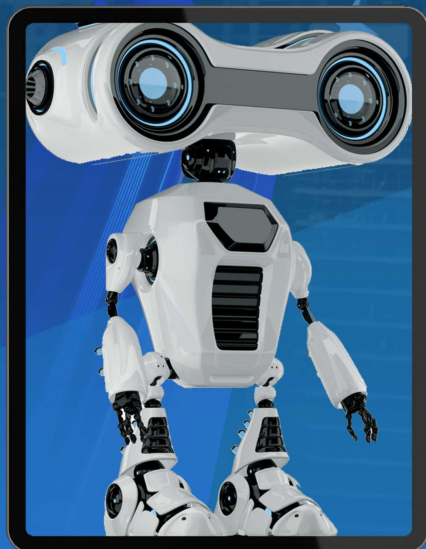
Hotel Artificial Intelligence Visibility Report for Free*

and determine
how visible are their hotels to

ChatGPT, Gemini and DeepSeek

and assess
how memorable is the

Booking Experience of their Guests



Awesome Bonus

During the Service Experience Fair,
conference participants will be recommended to obtain the

Digital Solutions Grant
up to RM 5000*

In addition, participants can sign up for their

14-Day Free Trial*

to experience how they can own a

SEO enabled website

to drive

Organic Room Bookings Traffic



* terms and conditions apply

1-Day Global Unique Guest Service Legacy Conference Outline

This is a private in-house conference. Participation is by personal invitation only

**4th December 2025 [Thursday] Manhattan 2 Main Ballroom
Level 14, Berjaya Times Square Hotel, Kuala Lumpur, Malaysia**

- 08.00am to 09.00am** - **Registration and Welcome Refreshment**
- 09.00am to 09.30am** - **Keynote Presentation**
by Dr. Frankie Ow DBA
Global Advisor and Coach
FrankieKnowledge Faculty
Organizing Chairman
How to build a Unique Guest Service Legacy
to achieve sustainable revenue and profits
- 09.30am to 09.45am** - **Special Address by Guest Speaker**
- 09.45am to 10.00am** - **Special Presentation on -**
How to leapfrog to the next level of innovation
and sustainable guest service delivery by
deploying highly economical rental basis
hospitality robots
- 10.00am to 10.15am** - **Mr Daniel Loh**
Director
EpicTravel AI Sdn Bhd
How to significantly improve guest booking
experience and room occupancy by leveraging on
the artificial intelligence powered and highly
interactive Epic AI HotelLink
- 10.15am to 10.30am** - **Mr Cheok Jia Wei**
Chief Technology Officer
StreamHost Sdn Bhd
How to attain breakthrough performance in
service excellence and create memorable
experience through AI CRM Chatbot by offering
speedy, accurate, consistent and needs-driven
guest service

1-Day Global Unique Guest Service Legacy Conference Outline

- 10.30am to 10.45am** - **Mr Adrian Ang**
Chief Executive Officer
Diverge Retail Sdn Bhd
How to transform your entire guest service environment with easy-to-adopt stunning visual display and customized music delivery via music box
- 10.45am to 11.00am** - **Mr Leaf Yip**
Chief Executive Officer
C3 Creations Studio
How to use social media tools to enhance guest interactions and increase non-commissioned sales - Facebook, Instagram, Tik Tok and Xiaohongshu
- 11.00am to 11.30am** - **Refreshment Break**
- 11.30am to 11.45am** - **Dr. Evelyn Ch'ng**
Principal Image Consultant
Emage Academy Sdn Bhd
How to groom and brand your staff to be guest service ambassadors for your hotels, resorts and serviced apartments
- 11.45am to 12.00pm** - **Ms Teh Soo Tyng**
Sustainability Director
Eco Scintido Sdn Bhd
How to successfully implement ESG practices to drive highly differentiated guest service - A step by step approach to be a green hotel or eco-friendly hotel
- 12.00pm to 12.15pm** - **Ms Sherina Pang**
Director of People and Culture
Golden Palm Tree Malaysia
How to systematically nurture guest service professionals and prepare a planned career for key talents to grow with the hotels, resorts and serviced apartments

1-Day Global Unique Guest Service Legacy Conference Outline

- 12.15pm to 12.30pm** - **Dr. Lam Le**
Partner - Head of Tax and Consulting Services
RSM Vietnam
How to build a hospitality legacy through financial, tax and advisory intelligence in guest service
- 12.30pm to 12.45pm** - **General Manager**
Vietnamese Hotel
How the hotel creates memorable guest experience and continuously improve guest loyalty
- 12.45pm to 01.00pm** - **Dr. Harry Nguyen Van Huong**
Chief Executive Officer
Global Group Asia, Vietnam
How hotels, resorts and serviced apartments build unique guest service legacies to stay competitive in the highly challenging hospitality industry in Vietnam
- 01.00pm to 02.15pm** - **Lunch Break**
Hospitality Business Networking
- 02.15pm to 03.15pm** - **Hospitality Business Forum Speakers**
① Ms. Michelle Yong
Regional Head
Staah Limited
How to maximize the revenue and guest booking experience of hotels, resorts and serviced apartments by capitalizing on a reliable channel manager
② Mr. Lee Cheong Fatt
Chief Executive Officer
Sherwood Hotel Management Sdn Bhd
How to increase operational efficiency for improved guest service, productivity and profit margin

1-Day Global Unique Guest Service Legacy Conference Outline

02.15pm to 03.15pm

- ③ **Mr. Jerry Ng**
Business Development Manager
HM Hospitality Supplies Sdn Bhd

How to use highly affordable custom-made linen, amenities and accessories to project service brand differentiation

- ④ **Mr. Bryan Yong**
Manager
BaseLock Sdn Bhd

How to boost the guest ratings of your hotels, resorts and serviced apartments with smart hospitality and intelligent automation

- ⑤ **Dato' Danny Tan**
Chief Executive Officer
Scent Pro Marketing

How to use unique room fragrance that appeals to your guests and creates long lasting memorable stay experience

- ⑥ **Mr. Louis Low**
Chief Executive Officer
Snowfit Malaysia Sdn Bhd

How to pamper your guests and increase the guest review score

- ⑦ **Mr Melvin Chan**
Chief Executive Officer
Heraa International Sdn Bhd

How to delight guests by offering 24/7 Smart IOT beverage vending solutions

- ⑧ **Tan Wei Kiat**
Chief Operating Officer
AppEngage Sdn Bhd

How to effectively grow your book direct revenue and strengthen guest loyalty

1-Day Global Unique Guest Service Legacy Conference Outline

- 03.15pm to 04.15pm** - **The 60 minutes Service Experience Fair**
- 04.15pm to 05.15pm** - **Sharing Session by Owners and Key Management of Hotels, Resorts and Serviced Apartments on - Building Guest Service Legacies**
- **Presentation of Certificate of Service Achievement - Unique Guest Service Legacy Award 2025**
- 05.15pm to 05.30pm** - **Group Photography Session**
Refreshment Break
End of Global Conference

A Sustainable Guest Review Score of 9.0 and above is the

QUANTITATIVE MEASUREMENT

of
How Deep-Rooted is the
Unique Guest Service Legacy

About FrankieKnowledge

Established in 1982 and rebranded in 2020, the Hotel Business Enhancement Division of FrankieKnowledge is the No.1 Unique Guest Service Legacy Advisory Centre for Hotels, Resorts and Serviced Apartments in Malaysia. In short, FrankieKnowledge is THE PIONEER.

Our single mindedness focus is to assist Hotels, Resorts and Serviced Apartments to successfully develop a Unique Guest Service Legacy to achieve sustainable revenue and profits.

For the last 43 years, FrankieKnowledge has provided advisory and coaching to about 1000 organizations from 24 countries



Mauritius



Thailand



Indonesia



China



South Korea



Singapore



Philippines



Vietnam



Cambodia



Norway



Taiwan



India



Mongolia



Pakistan



Sri Lanka



South Africa



Bahrain



Hong Kong



Botswana



UAE



Nigeria



Maldives



USA



Malaysia

About FrankieKnowledge

In addition, over the years, FrankieKnowledge has successfully worked with more than 300 hotels, resorts and serviced apartments to assist them to set up and list their properties on the 7 major global on line travel platforms, including offering OTA advisory, management and coaching.

The 7 major global OTA platforms include the following - Booking.com, Agoda.Com, Meituan, Trip.com, Tiket.com, Traveloka.com and Expedia.com.

Based on our years of experience, the single most important factor that determines cyberspace visibility, ranking and sustainable performance of OTAs is the guest review score.

In this context, FrankieKnowledge places key focus on facilitating hotels, resorts and serviced apartments to build their unique guest service legacy measured by strong guest review scores to drive superior and consistent OTA and Non OTA room bookings to their properties.



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**Since 1982
Organizations From
24 Countries
Have Benefited
From Projects
by
FrankieKnowledge**

Key Interpretation

**The proprietary content on Unique Guest Service Legacy
is pioneered, developed and innovated by
FrankieKnowledge in Malaysia
to benefit hotels, resorts and serviced apartments globally**

The No **1** Unique Guest Service Legacy Advisory Centre for Hotels, Resorts & Serviced Apartments in **MALAYSIA**

Key Interpretation

FrankieKnowledge is the 1st advisory centre in Malaysia to introduce a structured approach to facilitate Hotels, Resorts and Serviced Apartments to successfully develop a Unique Guest Service Legacy to achieve sustainable revenue and profits. In short, FrankieKnowledge is THE PIONEER.

Highly Affordable Conference Fee

- 1 **RM 1300 nett or USD 300 nett per delegate**
- 2 **Seats are allocated based on Sign Up Date. Please sign up before 12th November 2025 to secure a Preferred Front Seat**

Conference Fee includes

- 1 **Participation in the Global Unique Guest Service Legacy Conference**
- 2 **An invitation to participate in our 60 minutes Service Experience Fair**
- 3 **One copy of the Global Unique Guest Service Legacy Conference Directory**
- 4 **Refreshment - 1 Welcome refreshment with snacks from 8.00am to 9.00am, 2 Refreshment breaks with snacks [morning and afternoon] and 1 buffet lunch at the Junior Manhattan Ballroom**
- 5 **A Certificate of Professional Global Contributions for your participation in the Service Experience Fair and contributions in the Global Unique Guest Service Legacy Conference**
- 6 **Group Photography Session**

How to Sign Up

- 1 **Just whatsapp the following 4 key details to Dr. Frankie DBA @ 012 2637281 or @ 012 2897837 [You do not need to fill in any registration form]**
 - 1 **Your Name**
 - 2 **Your Job Title**
 - 3 **Your Organization**
 - 4 **Your Whatsapp Number**
- 2 **Once we receive the 4 key details above, we will whatsapp to you an Official Confirmation Letter and an Invoice**

FrankieKnowledge

Global Conference Venue

Berjaya Times Square Hotel

No.1, Jalan Imbi, 55100 Kuala Lumpur, Malaysia

Tel: +60(3) 2117 8000 Email: bth.rsvn@berjahotel.com

**Registered Centre of
Coaching Excellence**



GLOBAL25

FRANKIEKNOWLEDGE

FK LEGACY INTERNATIONAL SDN BHD

Co. Reg. No. 202401048154 (1593999-T)

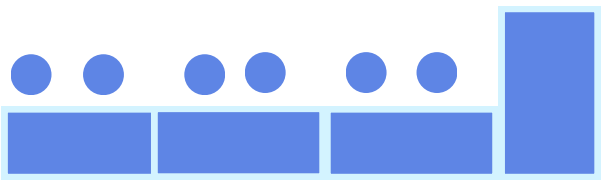
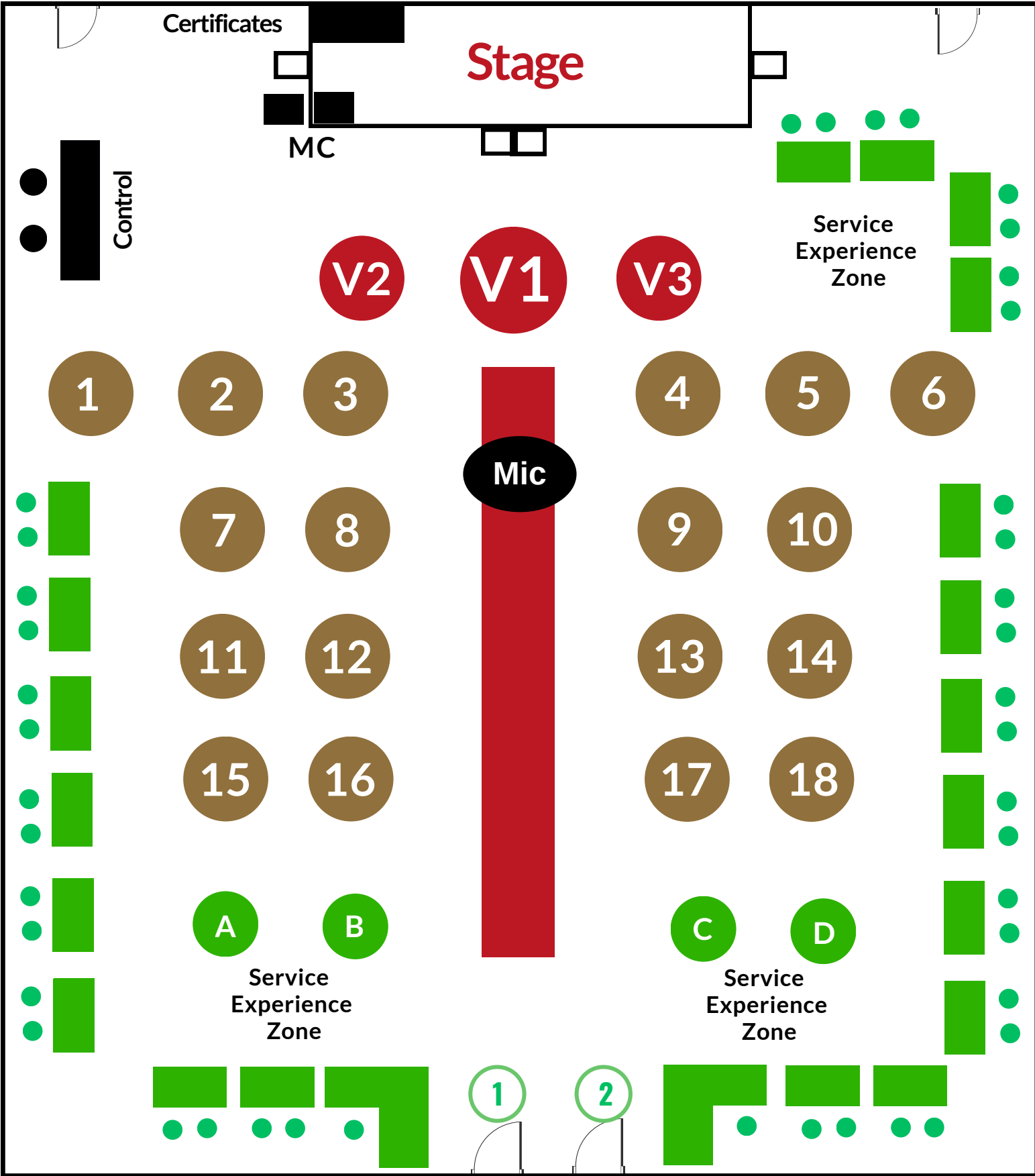
A2-25-3A, The Soho Suites @ KLCC, 20, Jalan Perak, 50450 Kuala Lumpur, Malaysia

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www.frankieknowledge.com

Hotel Conference Layout Plan

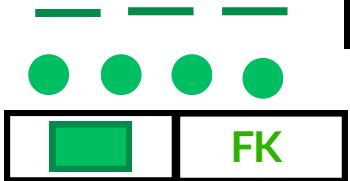
Manhattan 2 Main Ballroom 4th Dec 2025 [Thur] BTSH KL



Tables for Partners



Main Entrance



Registration

