

HENRY COUTINHO-MASON
FUTURE HOSPITALITY SUMMIT
30 APRIL 2024 / RIYADH

THE FUTURE NORMAL

Designing People-First
Hospitality AI Strategies

[Click here to download the PPT version](#) – with more details in the notes & embedded video content.



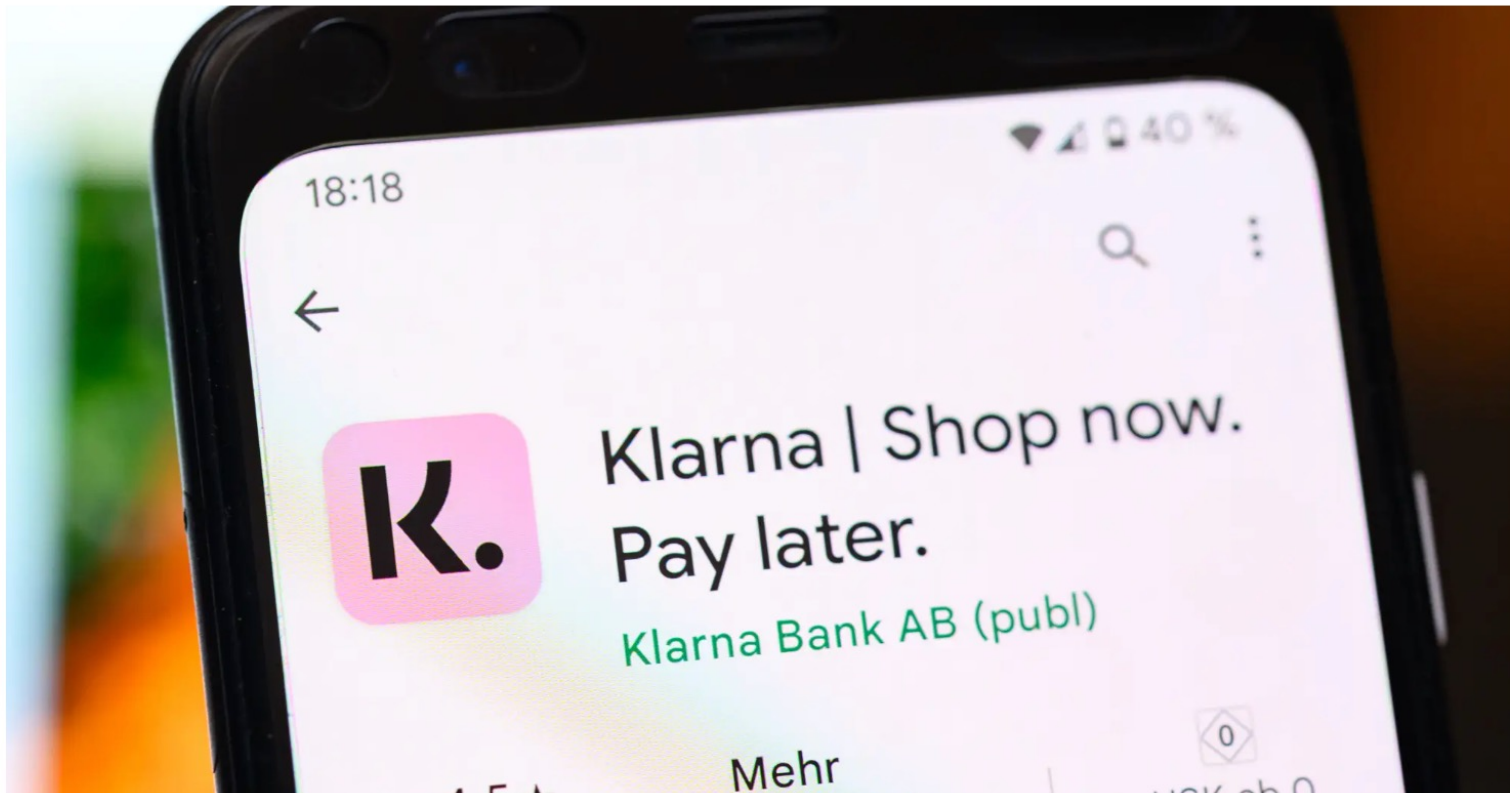
[Click here to download the PPT version](#) – with more details in the notes & embedded video content.

AI

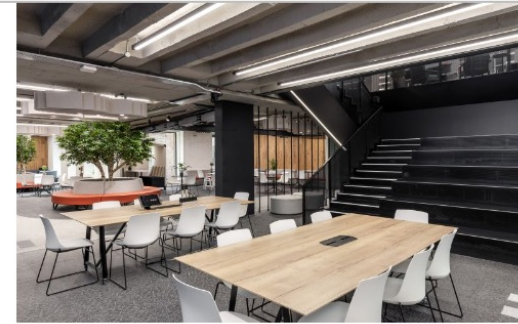
Klarna says its AI assistant is doing the work of 700 people after putting the brakes on hiring

Beatrice Nolan Feb 28, 2024, 11:47 AM GMT-3

➔ Share | 📌 Save



Advertisement



OwnBackup's Workspace Transformation | Case Study

 Oktra

[Learn more](#)

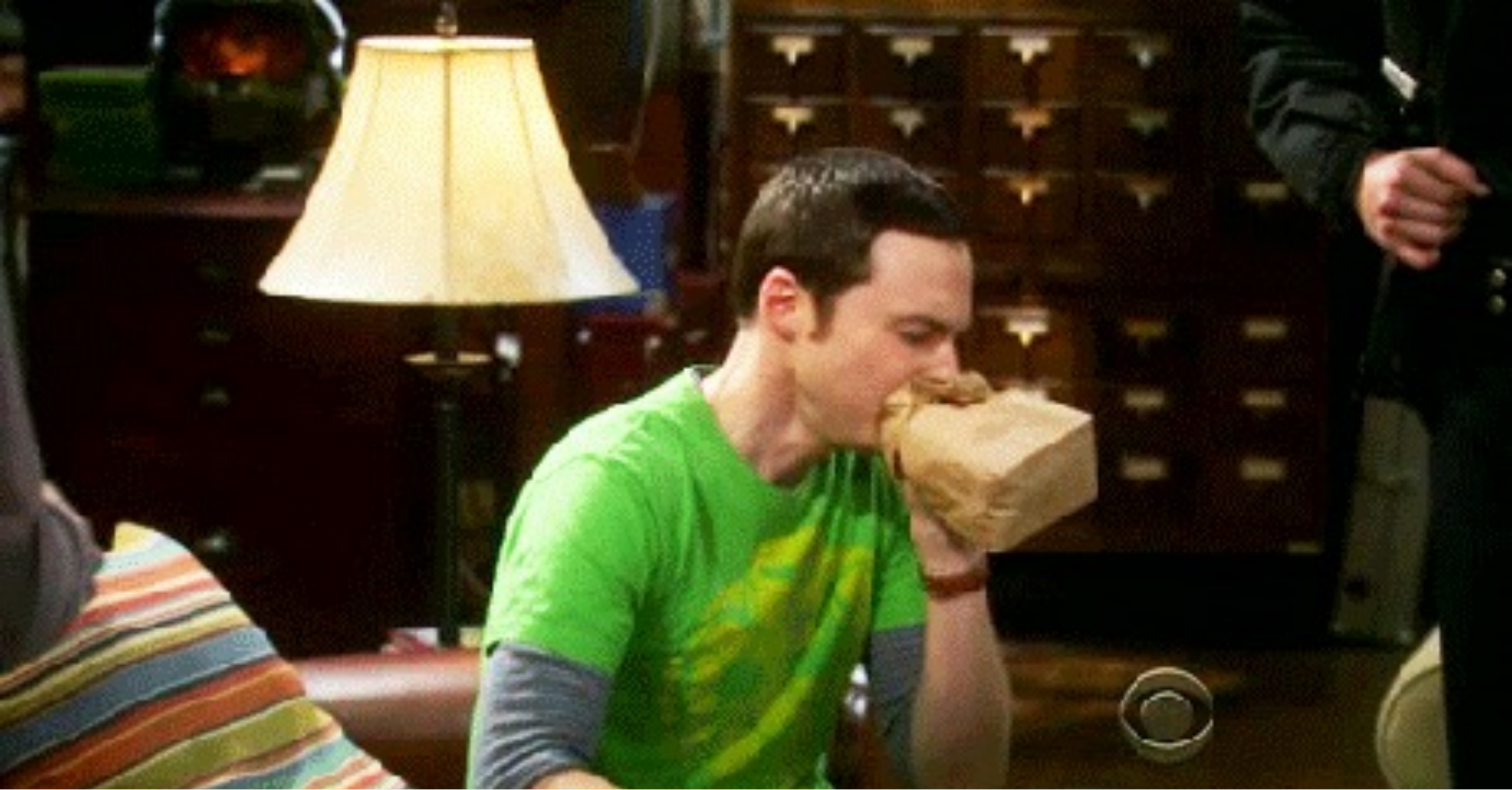
Airline held liable for its chatbot giving passenger bad advice - what this means for travellers

23 February 2024

Share

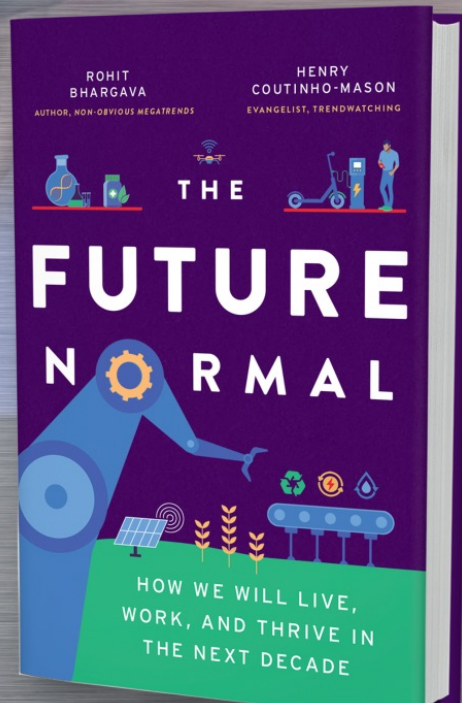
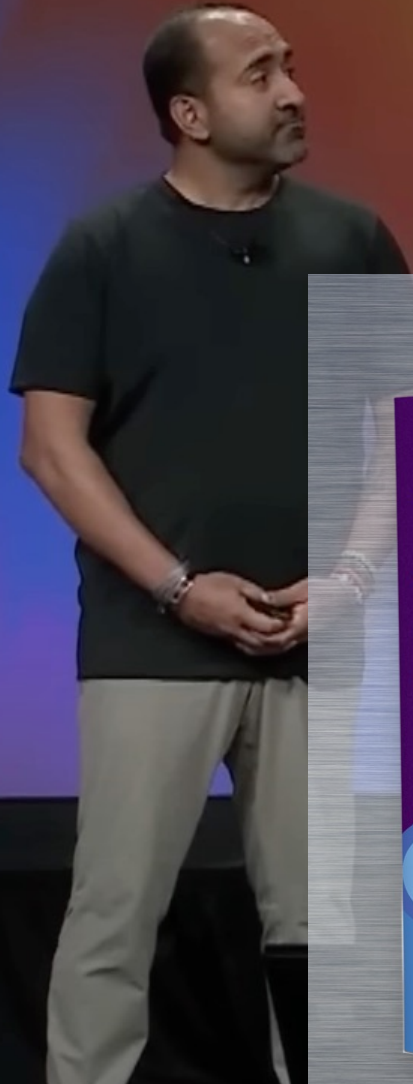
By Maria Yagoda, Features correspondent





HENRY COUTINHO-MASON

#FUTURENORMAL



**THIS IS A HANDBOOK
FOR VISIONARIES.**

Nowlists

2 Renowned ~~Futurists.~~

3+ Years of Research.

30 Curated Trends.

100+ Innovation Stories.



HENRY COUTINHO-MASON

#FUTURENORMAL

“People often ask what’s going to change over the next decade. It’s more valuable to think about **what’s not going to change.**”

Jeff Bezos



Don't be a
futurist. Be a
'now-ist'.

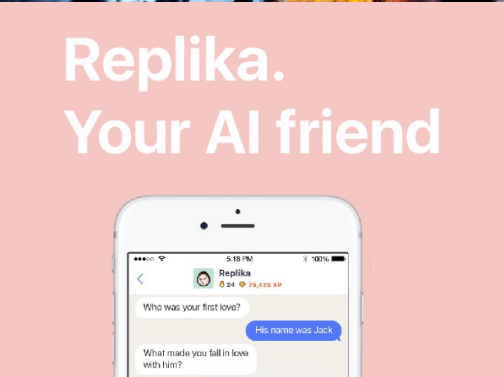


HENRY COUTINHO-MASON

#FUTURENORMAL



INNOVATIONS



Replika.
Your AI friend



HENRY COUTINHO-MASON

#FUTURENORMAL

We live in an Expectation Economy.



NET-A-PORTER



Want **more**?

I've worked with 100+ companies to bring new and provocative insights to their most important events and internal meetings.

henrycoutinho-mason.com/speaking



“Constantly provoking, Henry helps us **push the boundaries** of our innovation thinking”

SVP Digital Services, Mastercard



HENRY COUTINHO-MASON

#FUTURENORMAL

Subscribe to my (free!) newsletter

[Click here](#)



Understand what's next. Dissecting today's innovations in order to uncover tomorrow's opportunities.

Over 15,000 subscribers

Subscribe



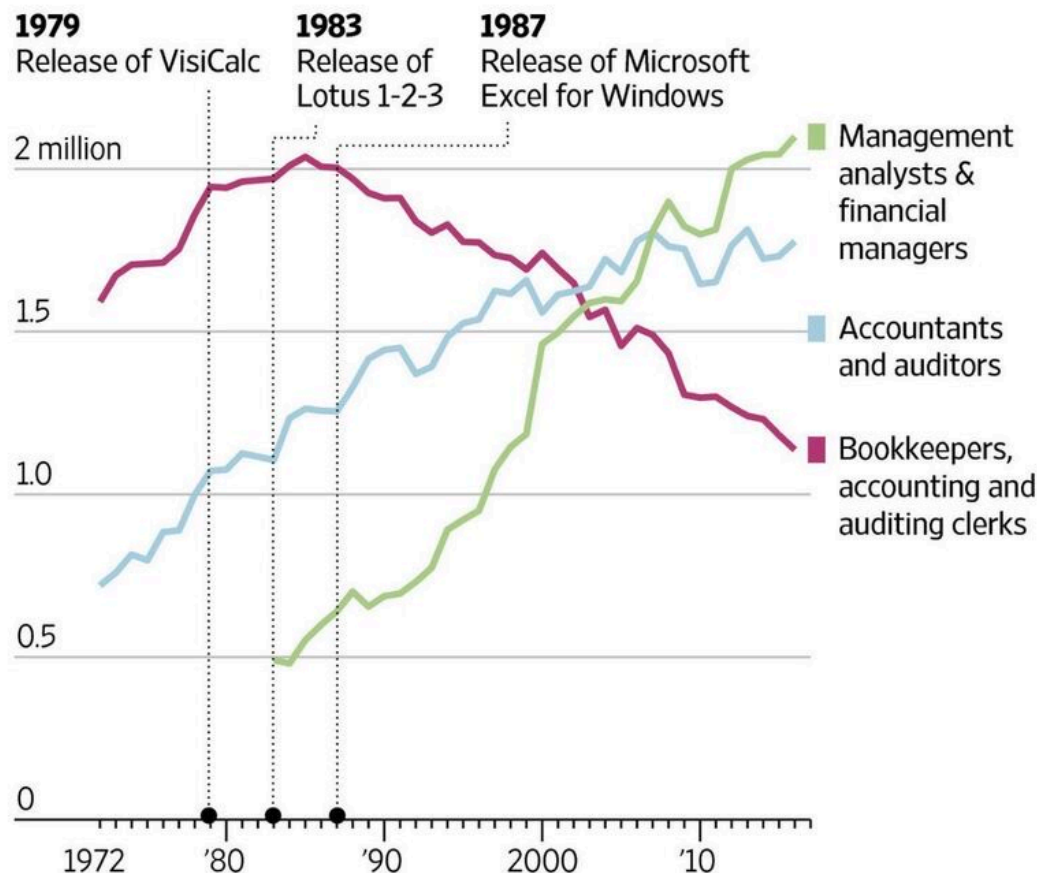
HENRY COUTINHO-MASON

#FUTURENORMAL



The Spreadsheet Apocalypse, Revisited

Jobs in bookkeeping plummeted after the introduction of spreadsheet software, but jobs in accounting and analysis took off.



Notes: There is no data for 1982. Changes in occupational definitions in 1983, 2000 and 2011 mean that data is not strictly comparable across time. There was no category for management analysts or financial managers prior to 1983.

Source: Bureau of Labor Statistics

THE WALL STREET JOURNAL.

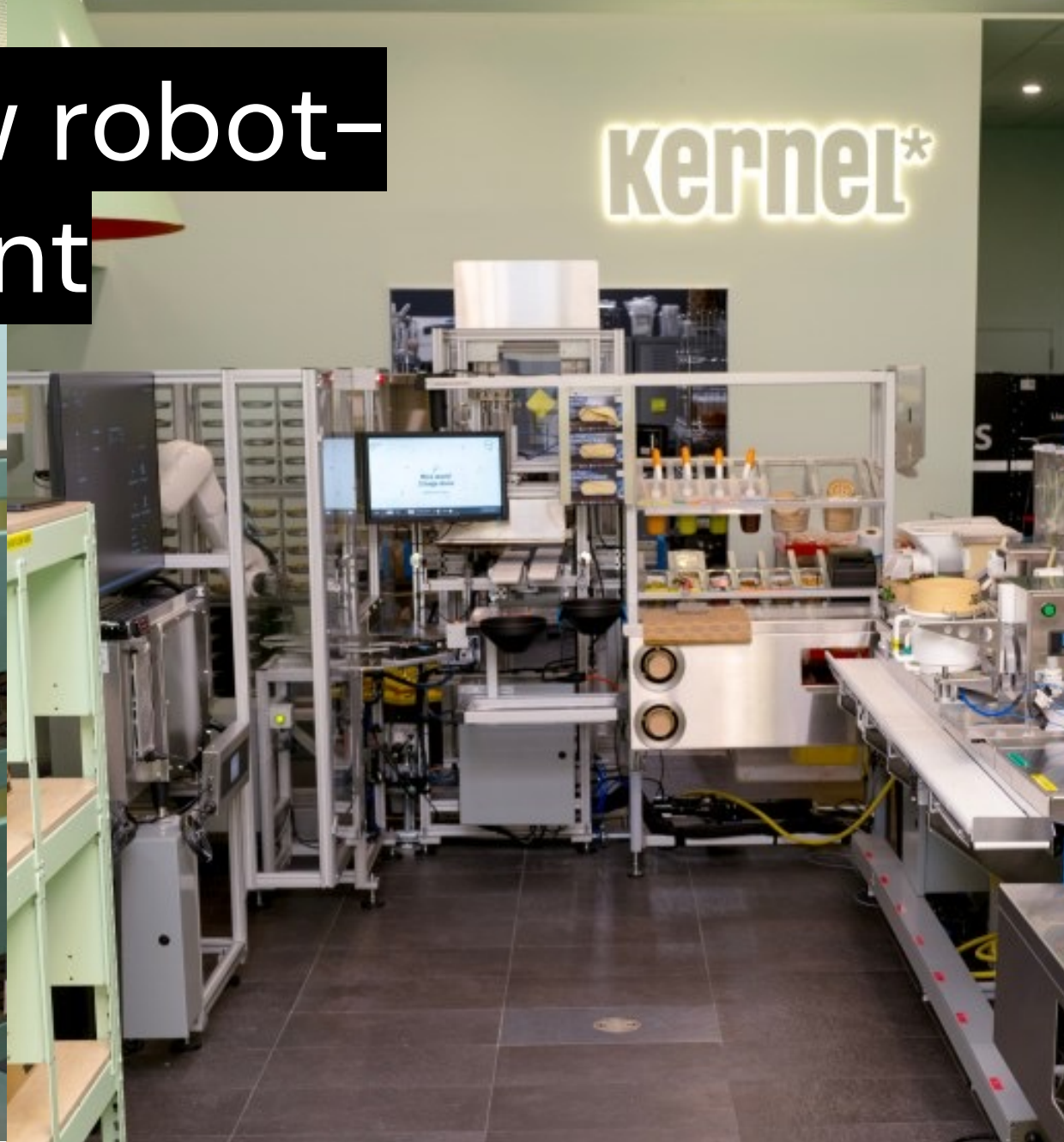
LESS PEOPLE, BETTER JOBS



// IKEA / From call centre to interior designers



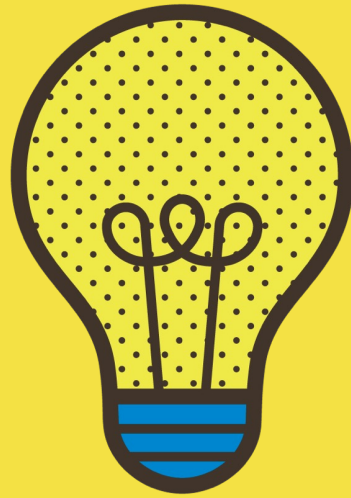
// Kernel / NYC's new robot-augmented restaurant



**“We’ve taken a lot of human
interaction out of the process
and left **just enough**”**

Steve Ells, Kernel





LESS PEOPLE, BETTER JOBS

What if the future normal of work was less people, doing better jobs *and* delivering a better guest experience?



HENRY COUTINHO-MASON

#FUTURENORMAL

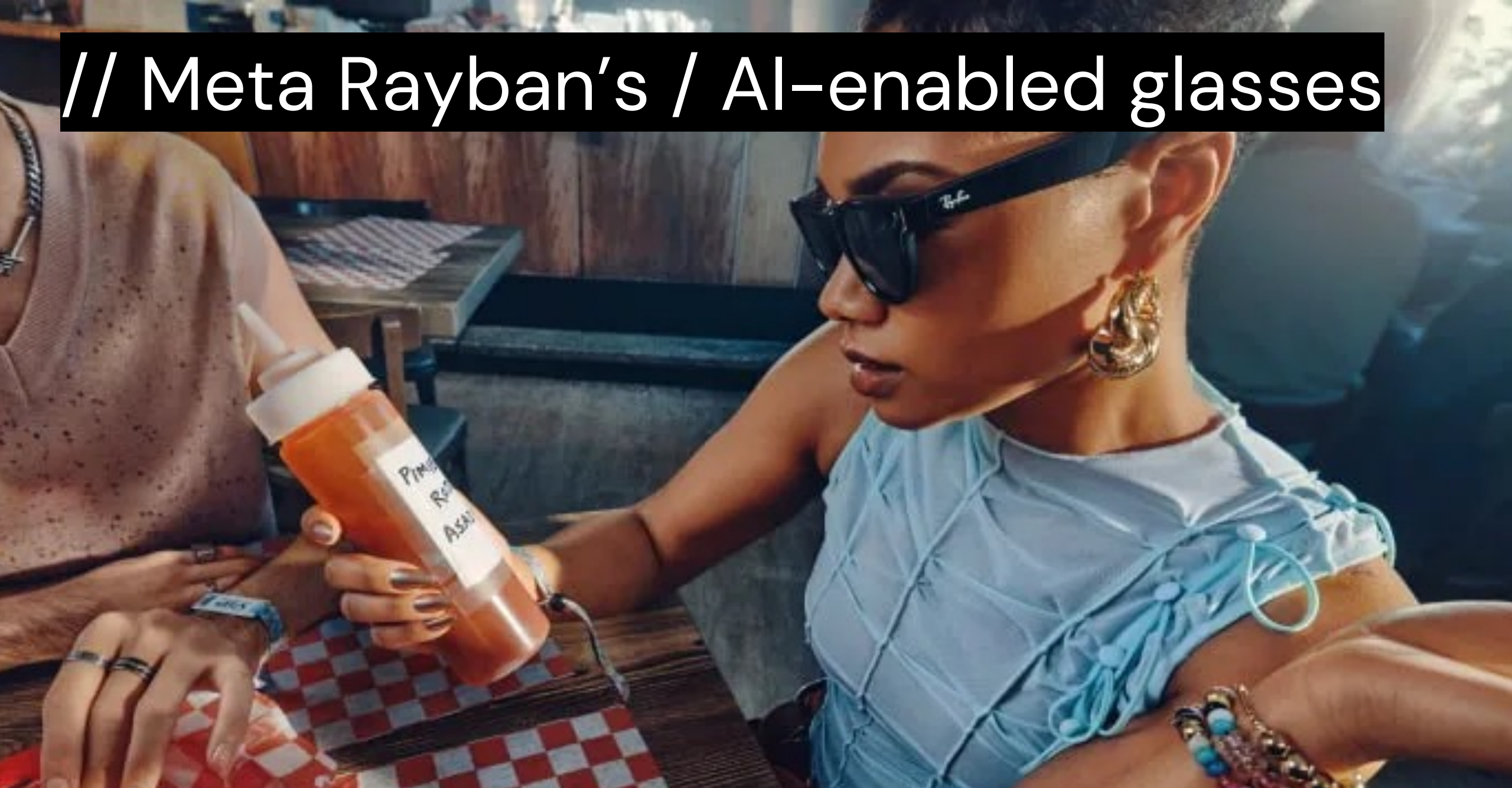
SUPERHUMAN STAFF

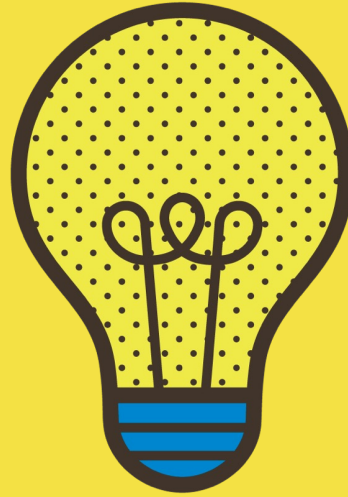


// Hume / Emotion-sensing AI



// Meta Rayban's / AI-enabled glasses





SUPERHUMAN STAFF

What if the future normal saw your staff upgraded with AI superpowers?



HENRY COUTINHO-MASON

#FUTURENORMAL

LOC-AI-LISATION



// Manna / Automated drone delivery



“We’re delivering coffees. And it arrives perfect ... piping hot coffee, foam intact, little design on top of the foam still intact.”

Bobby Healy, Manna



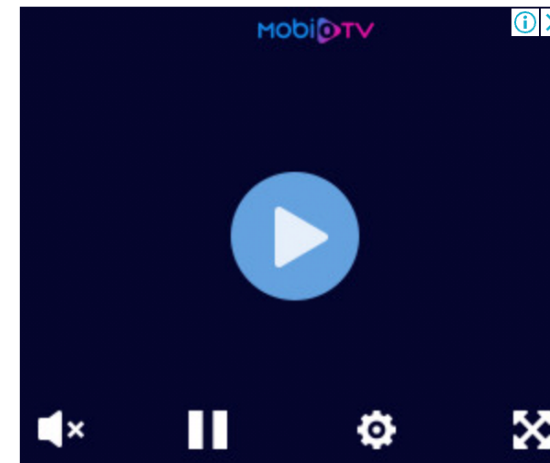
Home > Transport > Aviation

Abu Dhabi unveils first operational vertiport for eVTOLs

The temporary vertiport facility aligns with Abu Dhabi’s strategy to deliver one of the world’s most advanced sectors for eVTOLs by 2026



BY NEESHA SALIAN
APRIL 26, 2024



Editor's Picks

ABU DHABI, DUBAI

Weather forecast: More rain on the way for Abu Dhabi, Dubai says NCM

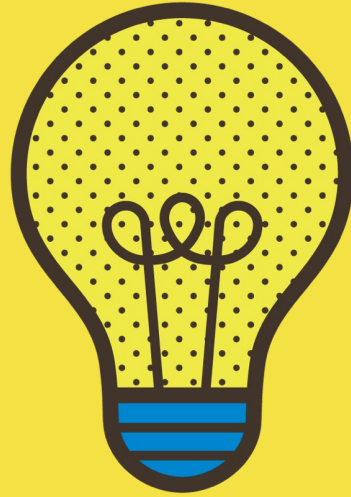
BAHRAIN, GCC

Major Schengen visa update for Bahrain, Oman, Saudi Arabia and India

UAE

How UAE’s recent floods will impact construction projects





LOC-AI-LISATION

How much bigger would your local market be if people could travel further, faster?



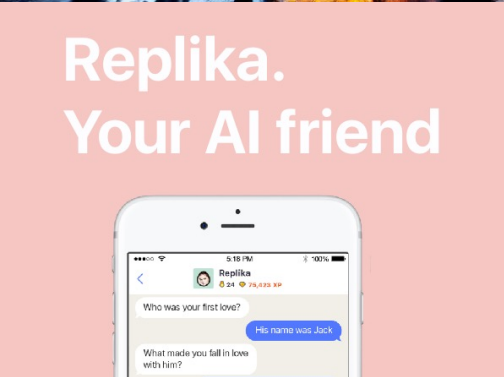


HENRY COUTINHO-MASON

#FUTURENORMAL



INNOVATIONS



HENRY COUTINHO-MASON

#FUTURENORMAL

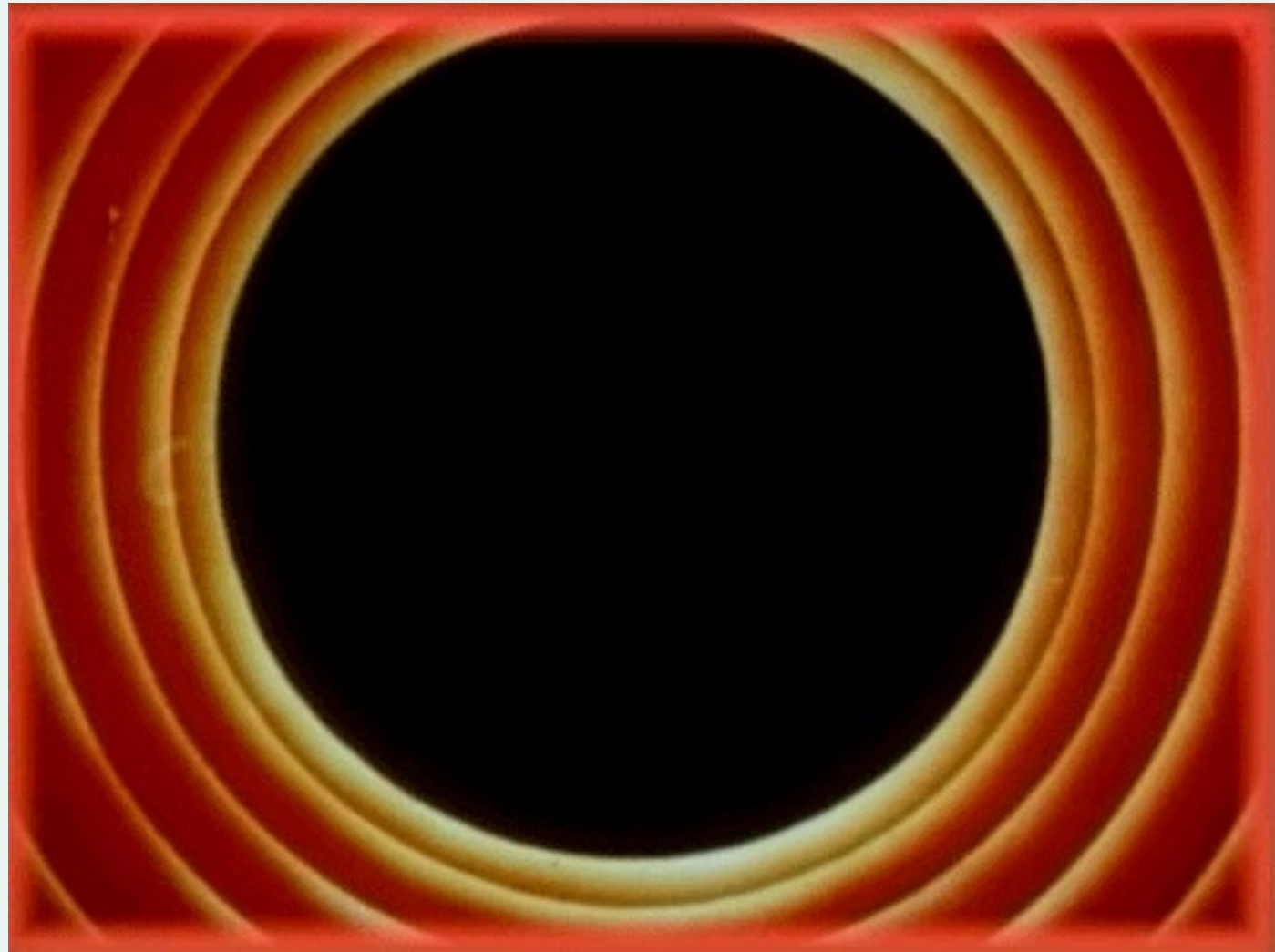
**The only future we can make
is one we are able to **imagine.****





**Thank you &
good luck!**

henry@coutinho-mason.com



Want **more**?

I've worked with 100+ companies to bring new and provocative insights to their most important events and internal meetings.

henrycoutinho-mason.com/speaking



“Constantly provoking, Henry helps us **push the boundaries** of our innovation thinking”

SVP Digital Services, Mastercard



HENRY COUTINHO-MASON

#FUTURENORMAL

Subscribe to my (free!) newsletter

[Click here](#)



Understand what's next. Dissecting today's innovations in order to uncover tomorrow's opportunities.

Over 15,000 subscribers

Subscribe