



INTERNATIONAL HOTEL TECHNOLOGY FORUM 2023

Austria Center Vienna

28th – 30th March 2023

Key Speakers:

- Bertrand Blacha, VP Global Hotel Technology, Accor
- Julien Duclos, Global Director of Digital Strategy, Kempinski Hotels S.A.
- Roger Tabbal, VP Global Guest Technology & Innovation, Accor
- Dario Artiola, Director of Revenue Performance, Radisson Hotel Group
- Patricia Plesner, CEO, Eco Hotels & Resorts
- Chris Bowling, Head of Digital Marketing & Ecommerce, Best Western Hotels
- Raimund Notz, Director of Hotel Revenue Optimization, Preferred Hotels & Resorts
- Vineeth Purushothaman, Regional Director, Commercial Planning & Distribution EMEA, Wyndham Hotels & Resorts
- Matt Arnall, Head of Architecture and Strategy, Whitbread
- Alexandre Pereira, Head of Commercial Strategy, Real Hotels Group
- Christoph Peppers, Director E-Commerce, H-Hotels.com
- Nils Ziehn, VP Product, Limehome
- Roberto Gobo, Director of Digital Strategy and Technology, Valamar Riviera
- Tasha Morrison, Innovation Manager, Whitbread

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INTERNATIONAL HOTEL TECHNOLOGY FORUM 2023

28TH - 30TH MARCH 2023 | AUSTRIA CENTER VIENNA

International Hotel Technology Forum Day One – Tuesday 28th March 2023

12:15–13:15	Registration & Welcome Lunch	
13:15–13:30	Chair's opening remarks	
13:30	Stream A Technology & Operations <i>Chaired by Ted Horner, Owner, E Horner & Associates</i>	Stream B Distribution & Marketing <i>Chaired by Ryan Haynes, Director, Haynes MarComs</i>
13:30–14:00	Back to basics: Understanding the hotel technology ecosystem <ul style="list-style-type: none"> Considering the various segmented markets, procurement models, and geographical locations Investing in technology that is tailored to the specifics of your hotel model Teaching technology to solve existing problems Coordination with partners to determine whether they have suitable applications for your hotel <i>Bertrand Blacha, VP Global Hotel Technology, Accor</i>	Panel Discussion Combating staffing shortages with digital marketing and technology <ul style="list-style-type: none"> How can we ensure that the customer journey is not hampered by staffing issues? Which online channels in the hiring process should we prioritise and how can existing tools be optimised? How can we use social media in a more creative way? What can we do to appeal to and engage Generation Z? <i>Eric Rogers, Principal, Eric Rogers Global Hospitality & Technology Services</i> <i>Stuart Derricott, Regional Head of Sales, FCS Computer Systems</i> <i>Kristoffe Biglete, Sales & Marketing Manager, Club La Santa</i> <i>Patricia Diana, Area Manager, New Business EMEA, IDeaS Revenue Solutions</i>
14:00 – 14:30	Unifying payments across all channels: Powerful tools to surpass guests' expectations! <ul style="list-style-type: none"> Predicting cross-channel behaviours Tailoring experiences based on payments data Creating flexible guest journeys 	ONDA: Empowering hospitality with blockchain: Unlocking new frontiers and possibilities <ul style="list-style-type: none"> Showcasing membership management with blockchain technology Looking at golf management and the various add-ons Achieving intuitive, easy, and fast property management

	<ul style="list-style-type: none"> Success story of a luxury hotel chain digital transformation <p><i>Karim El Habashy, Senior Hospitality Lead, Adyen</i></p> <p><i>Jakub Czerwiński, VP CEE, Adyen</i></p>	<p><i>William Lee, Global Business Leader, Chief Business Development Officer, ONDA</i></p>
14:30 – 15:00	<p>Fireside Chat</p> <p>Achieving an automated, effortless, and simplified customer journey: Is AI the answer?</p> <ul style="list-style-type: none"> Increasing direct bookings and offering personalised quotes through automation Analysing demographics and understanding customers' wants and needs; will AI overlap with the human touch? Navigating the importance of AI education to avoid causing complex problems Understanding the top considerations before implementing AI <p><i>Julien Duclos, Global Director of Digital Strategy, Kempinski Hotels S.A.</i></p>	<p>Working with not against: What can we learn from OTA's to convert direct bookings?</p> <ul style="list-style-type: none"> Exploring advertisement strategies to increase eyeball awareness of your brand including examples of Facebook, TV and YouTube advertisements Implementing tactical strategies to increase revenue such as personalised codes for different levels of customers Offering the best web price guaranteed and using automation to stay ahead Aligning with the OTA to make sure that the right people see your advertisements <p><i>Chris Bowling, Head of Digital Marketing & Ecommerce, Best Western Hotels</i></p>
15:00 – 15:30	<p>Purpose-driven technology for HSP</p> <p>In a highly fragmented scenario of powerful but disjointed technologies, the risk for the hotel market is to end up adapting business to technology and not the other way around.</p> <p>Modern technological developments in AI, Private Networks, building automation, cloud/edge architectures and cybersecurity offer undisputed advantages when introduced with the goal of improving the efficiency and effectiveness of hotel management while preventing complexity from becoming a distraction to the real core business.</p> <p>Let's find out together what modern design criteria and technology choices maximize the convergence of network infrastructures and applications for the HSP market.</p> <p><i>Massimo Mazzeo Ocello, Vice President, Global Systems Engineering, RUCKUS Networks</i></p> <p><i>Steven Bronken, Head of Global Hospitality, RUCKUS Networks</i></p>	
15:30 – 15:40	Coffee break	
15:40 – 16:10	Business meeting 1	
16:15 – 16:45	Business meeting 2	
16:50 – 17:20	Business meeting 3	

17:25 – 17:55	<p>Panel Discussion Navigating the industry's in-room entertainment innovation</p> <ul style="list-style-type: none"> Investigating in-room guest entertainment innovations such as virtual remotes, room voice automation and metaverse games Ensuring implemented technology is user-friendly and personalised for guests Examining current guest room behaviours and emphasising the significance of a strong and dependable WIFI network <p><i>Gladys Garcia Schulze, Senior Business Development Manager EMEA, RUCKUS Networks</i></p> <p><i>João Pronto, Professor, ESHTe</i></p> <p><i>Martin Chevalley, Co-founder & CEO, InnSpire</i></p>	<p>Learnings from building a digital hotel experience: A Limehome case study</p> <ul style="list-style-type: none"> What was effective? What are we still battling? What lies ahead for us? What is a simple starting point for others? <p><i>Nils Ziehn, VP Product, Limehome</i></p>
18:00	Conference Close and Networking Drinks in the Exhibition Hall	
19:00	Networking Dinner hosted at the Meliá Vienna	

Day Two – Wednesday 29th March 2022

International Hotel Technology Forum

Day Two – Wednesday 29th March 2023

08.00 – 08.45	Registration	
08.45 – 09.00	Chair's opening remarks	
09:00 – 09:30	<p>The evolution of digital check-ins and key cards: What exactly do our guests want?</p> <ul style="list-style-type: none"> • Allowing guests to start their hotel experience immediately with apps, online and digital onsite check-in • Using mobile key cards to meet guest expectations and reduce carbon footprint • Ensuring personalisation and human interaction is still present in other areas of the hotel • Do we still need to provide guests with a choice in how they check in and begin their stay? <p><i>Roger Tabbal, VP Global Guest Technology & Innovation, Accor</i></p>	
09:30	<p><u>Stream A</u></p> <p>Technology & Operations</p> <p><i>Chaired by Ted Horner, Owner, E Horner & Associates</i></p>	<p><u>Stream B</u></p> <p>Distribution & Marketing</p> <p><i>Chaired by Ryan Haynes, Director, Haynes MarComs</i></p>
09:30 – 10:00	<p>Panel Discussion</p> <p>Advancing guest communication strategies</p> <ul style="list-style-type: none"> • Accelerating loyalty through guest personalisation and communications from research, booking, check-in, during the stay, and after check-out • Scaling the personal touch to thousands of guests and increasing revenue • What guest-personalisation strategies can we learn from other leisure industries? • As hospitality is one of the most data-rich industries in the world, how can we break the siloed data across systems to personalize experiences better? <p><i>Patricia Plesner, CEO, Eco Hotels & Resorts</i></p> <p><i>Michele Ruberl, Senior IT Leader, Peakwork</i></p> <p><i>Patrick van der Wardt, VP - Mid Market, Mews</i></p> <p><i>Yan Zhang, COO, PolyAI</i></p> <p><i>Sandro Christofori, Major Account Executive, Revinate</i></p>	
10:00 – 10:30	<p>Digital@Scale for guests, employees & operator: The Schani story</p> <ul style="list-style-type: none"> • Showcasing a case study of two innovative hotel brands • From key challenges to a seamless, efficient experience for guests & employees <p><i>Markus Feller, CEO, likeMagic</i></p> <p><i>Christian Müller, Group Manager Systems & Integrations, Schani Hotels</i></p>	<p>Modernising the MICE & group buyer experience</p> <ul style="list-style-type: none"> • Why did the MICE & Group booking process not evolve like most other buying processes in this day and age? • 70% of MICE & Group sales is done offline but direct, what are the pains and gains? • Why hotels should prevent 3rd parties from getting in control of their data and distribution mix (like OTA's did to room sales)

		<i>Joost Doevendans, Head of Sales, Proposales</i>
10:30 – 11:00	<p>Panel Discussion Moving away from manual: Aligning hotel processes</p> <ul style="list-style-type: none"> Investigating the technological and human changes in workflow Providing case studies of increasing efficiency by scaling a platform across multiple chains Removing manual procedures to increase productivity and guest satisfaction <p><i>Steve Danelian, CEO, NexGen Guest</i></p> <p><i>Daniele Davì, IT Senior Manager, Mangia's</i></p> <p><i>Patrick Lomsdalen, CEO, FLEXIPASS</i></p> <p><i>Yessica Gonzalez, Revenue Manageress, Club La Santa</i></p> <p><i>Antonis Chalkiopoulos, Co-Founder & CEO, Triparound</i></p>	<p>Panel Discussion Unlocking the power of data to increase overall revenue</p> <ul style="list-style-type: none"> Analysing customer data to determine what they want from a stay Utilising patterns and segmentation to incorporate a data strategy Creating user-centric experiences with CRM data Using real-world guest data to guide business decisions and generate revenue and cost savings Is historic data relevant for future bookings or guest engagement? Is contextual data the answer? <p><i>Dario Artiola, Director of Revenue Performance, Radisson Hotel Group</i></p> <p><i>Raimund Notz, Director of Hotel Revenue Optimization for Central & Eastern Europe, Preferred Hotels & Resorts</i></p> <p><i>Vineeth Purushothaman, Regional Director, Commercial Planning & Distribution EMEA, Wyndham Hotels & Resorts</i></p> <p><i>Markus Mueller, Managing Director, GauVendi</i></p> <p><i>Matthew Prosser, Senior Sales Director, Agilysys</i></p>
11:00– 11:10	Coffee Break	
11:10 – 11:40	<p>iOL Pay – The NextGen in payment solutions for hotels</p> <ul style="list-style-type: none"> Providing one Global Fintech Platform Providing a contactless & frictionless guest experience Providing 1-click payment facility Providing guests, the option to pay with their card or wallet of choice Eliminating high cross-border merchant fees Eliminating manual payment processing Eliminating fraudulent bookings and costly no-shows 	<p>Google travel & revenue maximization: Getting the most out of direct bookings</p> <ul style="list-style-type: none"> It is well known that direct bookings via official website are critical for profitability. This session will show you how easy it can be to implement data-driven strategies, when using the correct tools and a full value-chain integrated approach, with a special focus on the potential unlocked by Google Travel. It's fundamental to build fully interconnected systems in order to maximise the impact and profitability of direct bookings. Switching from the

	<p><i>Jeff Karlson, VP - Commercial & Strategic Partnerships, iOL Pay</i></p>	<p>“patchwork mode” to a “full-integration mode” is essential to develop and implement an integrated, data-driven strategy, throughout the full value chain.</p> <ul style="list-style-type: none"> • Learn how impactful it can be having a large database fed by multiple sources such as Metasearch, OTA, Google, Market Data, PMS, in order to turn unrefined data into strategies. Are you ready to upgrade to an integrated approach, or you want to stay stuck in the patchwork? <p><i>Piergiorgio Schirru, EVP, Head of Revenue Management and Research & Development, Blastness</i></p>
11:50–12:20	Business meeting 4	
12:25 – 12:55	Business meeting 5	
13:00–13:30	Business meeting 6	
13:35–14:35	Networking Lunch	
14:35–15:05	<p>Implementing sustainability strategies into the IT infrastructure</p> <ul style="list-style-type: none"> • How can we effectively manage power on-site? • What are our options for dealing with climate control in computer rooms? • Should we consider local rather than global suppliers when delivering new IT equipment to employees? • Do we need to collaborate with a supplier who does not use plastic? • What are our guests expecting of us to help in the fight to become more climate-friendly? <p><i>Tasha Morrison, Innovation Manager, Whitbread</i> <i>Matt Arnall, Head of Architecture and Strategy, Whitbread</i></p>	
15:05 – 15:35	<p>Connect Teams. Elevate Service. Tapping into the tools to provide operational efficiencies</p> <ul style="list-style-type: none"> • Identifying and overcoming the challenges of today • The key to delivering stand-out service • The power of operational technology solutions • Proven operational efficiencies in the market today <p><i>Jan Alfrink, Regional Director of Sales – Europe, Sabre Hospitality</i></p>	<p>Data by design; Analytics for the real world Duetto</p> <ul style="list-style-type: none"> • Predictive analytics allowed us to forecast using a mix of advanced data sources; ingesting current, future and historical data to produce accurate pricing; but what does this look like in real-time? • Now that data is produced and analysed in real-time, how do our revenue managers ensure they are ready to act upon it immediately after it is generated?

		<ul style="list-style-type: none"> The goal is not complexity, its trust; how do we trust the data we receive so that we can apply it in the real world? <p><i>Franziska Schemmann, Director of Sales EMEA, Duetto</i></p>
15:35–15:45	Afternoon Coffee Break	
15:50–16:20	Business meeting 7	
16:25–16:55	Business meeting 8	
17:00–17:30	Business meeting 9	
17:35–18:05	<p>Effective techniques for technology budgeting and integration</p> <ul style="list-style-type: none"> Scheduling current and future technology requirements Ensuring that the technology you invest in can be implemented on existing legacy systems Improving your IT infrastructure with a reduced expenditure <p><i>Gabor Kelemen, IT Director, Danubius Hotels</i></p>	<p>Case Study: Developing an in-house real-time data streaming platform (MDP) and cutting integration costs</p> <ul style="list-style-type: none"> Showcasing a case study demonstrating how Valamar Riviera is moving toward Enterprise Data Integration and Data Mesh concepts Understanding how to develop a real-time data streaming platform (MDP) to slash integration costs Presenting a new call centre platform integrated in only 30 days through MDP Bringing ideas into action; why does solution prototyping matter? <p><i>Roberto Gobo, Director of Digital Strategy and Technology, Valamar Riviera</i></p>
18:05	Conference Day Two Close	
19:10	Networking Dinner hosted at the Meliá Vienna	

Day Three – Thursday 30th March 2022

International Hotel Technology Forum Day Three – Thursday 30th March 2023

08:00 – 08:45	Registration	
08:45 – 09:00	Chair's opening remarks	
09:00 – 09:30	Panel Discussion How to identify the perfect match when selecting for a solution provider? <ul style="list-style-type: none"> • Navigating finding the most suitable provider for your hotel to stay head ahead in the industry • Creating a barrier of mutual understanding and outlining budget expectations • Ensuring initial contact is clear and concise while confirming the technical specifications and requirements • Exploring the different IT and technological solution areas <p><i>Christoph Peppers, Director E-Commerce, H-Hotels.com</i> <i>Daniel Lister, CEO, DanMagi</i> <i>Andrew Evers, Group Director of IT, Rocco Forte Hotels</i> <i>Helmut Sommer, Hospitality Business Development Officer, Gitone</i></p>	
09:30	Stream A Technology & Operations <i>Chaired by Ted Horner, Owner, E Horner & Associates</i>	Stream B Distribution & Marketing <i>Chaired by Ryan Haynes, Director, Haynes MarComs</i>
09:30 – 10:00	Putting the spotlight on cyber security: How can we ensure that all hotels adhere to regulations and requirements? <ul style="list-style-type: none"> • Examining previous industry blunders and determining what we can learn from them • Ensuring franchises are meeting brand expectations and cyber security policies • What additional strategies should be implemented to protect the data of guests? • Navigating the most suited applications available <p><i>Nicholas Wyatt, Head of R&A, Travel & Tourism, GlobalData</i></p>	Maximising revenue at all stages of the customer journey <ul style="list-style-type: none"> • Implementing effective revenue management strategies to boost value per guest • Increasing revenue across all hotel departments and guest service areas • Assessing your current hotel model and putting change management strategies in place • Utilising forecasting to determine what is driving consumer demands <p><i>Alexandre Pereira, Head of Commercial Strategy, Real Hotels Group</i></p>
10:00 – 10:30	Practical application of PCI 4.0 for hoteliers <ul style="list-style-type: none"> • Discuss the significant Changes from version 3.2.1 • Approach to implementing changes prior to the March 2025 deadline • Enforcement efforts (then versus now) • Compliance impact on Cyber Insurance 	

	<i>David Durko, CEO, Security Validation SecValMSP</i>
10:30 – 11:00	Interactive Audience Session Ethical dilemmas in technology: Factors we might overlook <ul style="list-style-type: none"> Exploring instances of the indiscriminate use of AI, facial recognition and other technology applications Do these applications contribute to or address issues with racial, gender, or other equity issues? Is there bias in algorithms, and how does this affect the hotel industry? Hosted by: <i>Emma Taylor, Analyst, GlobalData</i>
11:00 – 11:10	Coffee Break
11:10 – 11:40	Business meeting 10
11:45 – 12:15	Business meeting 11
12:20 – 12:50	Business meeting 12
12:55 – 13:25	Closing Panel Discussion Bringing it all together: Key trends, discussion points and takeaways <ul style="list-style-type: none"> Consider the implications of emerging industry trends through a new analytical and visualisation lens as you reflect on the event sessions Discuss the future direction of customer behaviour, distribution, and hotel technology What can the industry anticipate in the coming months? <i>Simon Schwitallik, Head of Channel Analytics, Design Hotels GmbH</i> <i>Ryan Haynes, Director, Haynes MarComs</i> <i>Ted Horner, Owner, E Horner & Associates</i> <i>Liliane Otsuka, Head of Commerce, Value One Hospitality GmbH</i>
13:25	Networking Lunch
14:25	Close of Conference