



# INTERNATIONAL HOTEL TECHNOLOGY FORUM 2024

Barcelona, Spain

16 -18th of April 2024

## 2024 Speakers Include:

- Roger Tabbal, VP Global Guest Technology & Innovation – Tech for Hotels, Accor
- Diego Bivero-Volpe, Vice President, Global Strategic Partnerships, Four Seasons Hotels and Resorts
- Mathias Althin, VP technology, Strawberry
- Arnoud Heijnis, Senior Director, IT Hotel Openings EMEA, Marriott
- Florian Hepp, Director of Employer Branding, Marriott
- Dario Artiola, Senior Director Commercial Performance, Radisson Hotel Group
- Riko Van Santen, CIO, Kempinski Hotels S.A.
- Elena Martín Cuesta, Sustainability Director, ILUNION Hotels
- Chris Bowling, Head of Digital Marketing & Ecommerce, Best Western Hotels
- Ester Abad, Head of Digital Change Management & Digital Transformation, Meliá Hotels International
- Christoph Peppers, Director E-Commerce, H-Hotels.com
- Lucia Martinez, CIO, AR Hotels and Resorts
- Roberto Gobo, Director of Digital Strategy and Technology, Valamar Riviera
- Sanchit Juneja, Director of Product – Big Data & Machine Learning, Booking.com
- Oliver Benal, Chief Commercial Officer, ILUNION
- Michael Schumacher, Brand Partnerships Lead - Travel & Mobility, TikTok
- Yessica González, Director of Revenue & Yield Management, Club La Santa
- Bojan Pavicic, Director Technology & Digital, citizenM Hotels
- Patrick Apostolo, Corporate Operations & Transformation Director, Radisson Hotel Group

**REGISTER NOW**

# International Hotel Technology Forum

## Day One – Tuesday 16<sup>th</sup> April 2024

10:00 – 10:50	<b>Registration, morning refreshments &amp; networking</b>	
10:50 – 11:00	<b>Chairs opening remarks</b> <i>Ted Horner, Owner, E Horner &amp; Associates</i>	
	<b>Stream A</b> <b>Technology &amp; Operations</b> <i>Chaired by Ted Horner, Owner, E Horner &amp; Associates</i>	<b>Stream B</b> <b>Distribution &amp; Marketing</b> <i>Chaired by Ryan Haynes, Director, Haynes MarComs</i>
11:00 – 11:15	<b>Chairs opening remarks</b> <i>Ted Horner, Owner, E Horner &amp; Associates</i>	<b>Chairs opening remarks</b> <i>Ryan Haynes, Director, Haynes MarComs</i>
11:15 – 11:45	<b>Keynote Address:</b> <b>Surfing into the future: Unleashing Accor's guest Wi-Fi journey</b> <ul style="list-style-type: none"> <li>• Implementing strong and secure Wi-Fi solutions to accommodate the demands of future technology and guests' expectations</li> <li>• Accelerating experiences through seamless roaming, speed and welcome-back</li> <li>• Unlocking the power of Wi-Fi to enhance brand loyalty</li> </ul> <i>Roger Tabbal, VP Global Guest Technology &amp; Innovation – Tech for Hotels, Accor</i>	<b>Keynote Address:</b> <b>Branding in the digital age: Harnessing the power of multi-channel marketing</b> <ul style="list-style-type: none"> <li>• Leveraging multi-channel advertising and targeting generational needs through radio, Spotify, and on-demand TV channels</li> <li>• Implementing personalisation in the marketing strategy to enhance guest satisfaction</li> <li>• Utilising automation as a web tool to stay ahead in the competitive landscape</li> </ul> <i>Chris Bowling, Head of Digital Marketing &amp; Ecommerce, Best Western Hotels</i>
11:45 – 12:15	<b>Reserved for Adyen</b>	<b>Reserved for Epteca</b>
12:15 – 13:15	<b>Networking Lunch</b>	
13:15 – 13:45	<b>Panel Discussion:</b> <b>Embracing the tech boom: Future-proofing hotel business models</b> <ul style="list-style-type: none"> <li>• Strategically preparing hotel business models to seamlessly integrate cutting-edge technologies</li> <li>• Adapting technological investments, maintaining alignment, and bringing together technology partners</li> <li>• Delving into steps to ensure successful application in complex legacy systems</li> </ul>	<b>Panel Discussion:</b> <b>From data to delight: Cultivating guest centricity through a data driven culture</b> <ul style="list-style-type: none"> <li>• Elevating the guest experience through data driven decision making</li> <li>• Unveiling the direct correlation between data culture and enhanced profitability</li> <li>• Exploring robust frameworks to collect, analyse and leverage guest data effectively</li> <li>• Encouraging teams to foster a data driven mindset</li> </ul> <i>Sanchit Juneja, Director of Product – Big Data &amp; Machine Learning, Booking.com</i>

	<ul style="list-style-type: none"> <li>Achieving sustained growth and unmatched competitiveness through effective tech, Wi-Fi and automation implementation</li> </ul> <p><i>Roger Tabbal, VP Global Guest Technology &amp; Innovation – Tech for Hotels, Accor</i></p> <p><i>Mustafa Gokcen, Head of Information Technology, Cheval Collection</i></p> <p><i>Evan Brown, CEO, Eng Infotech</i></p> <p><b>Reserved for Ruckus</b></p> <p><b>Reserved for Flexipass</b></p>	<p><i>Oliver Benalal, Chief Commercial Officer, ILUNION Hotels</i></p> <p><i>Patricia Diana, Area Manager, New Business EMEA, IDeaS Revenue Solutions</i></p> <p><i>Sal Capizzi, VP of Marketing, Book4Time</i></p>
13:45 – 14:15	<p><b>Purpose-driven technology for HSP</b></p> <ul style="list-style-type: none"> <li>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</li> <li>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</li> <li>Let's find out together what modern design criteria and technology choices maximize the convergence of network infrastructures and applications for the HSP market</li> </ul> <p><i>Steven Bronken, Head of Global Hospitality, RUCKUS Networks</i></p>	
14:45 – 15:15	<p><b>Enhancing efficiency and experiences: Harnessing in room smart technologies</b></p> <ul style="list-style-type: none"> <li>Unleashing latest in room innovations shaping the guest experience</li> <li>Investigating techniques to engage and empower staff members to use and maintain in-room smart technologies</li> </ul> <p><i>João Pronto, Professor, ESHTÉ</i></p>	<p><b>Case Study: Attracting top talent: Technology, employer branding and creative campaigns</b></p> <ul style="list-style-type: none"> <li>Showcasing company culture, values and opportunities through effective marketing</li> <li>Presenting storytelling techniques to communicate employee experience and career growth prospects</li> <li>Utilising technology-driven methods to spread digital content</li> </ul> <p><i>Florian Hepp, Director of Employer Branding, Marriott</i></p>
15:15 – 15:45	<p><b>ONDA: Empowering hospitality with blockchain: Unlocking new frontiers and possibilities</b></p> <ul style="list-style-type: none"> <li>Showcasing membership management with blockchain technology</li> <li>Looking at golf management and the various add-ons</li> <li>Achieving intuitive, easy, and fast property management</li> </ul>	<p><b>Reserved or Sponsorship</b></p>

	<i>Reserved for Onda</i>	
15:45 – 15:55	<b>Coffee break</b>	
15:55– 16:25	<b>Business meeting 1</b>	
16:30 – 17:00	<b>Business meeting 2</b>	
17:05– 17:35	<b>Business meeting 3</b>	
17:35- 18:05	<b>Reserved for Apaleo</b>	<b>Reserved for sponsorship</b>
18:05 - 18:35	<p><b>Fireside chat:</b>  <b>Navigating Transformation: Building a change-ready culture</b></p> <ul style="list-style-type: none"> <li>• Putting in place effective leadership strategies in times of change and turbulence</li> <li>• Ensuring lasting positive impacts across the hotel model</li> <li>• Reacting to new digital advancements and emerging tech trends</li> </ul> <p><i>Ester Abad, Head of Digital Change Management &amp; Digital Transformation, Meliá Hotels International</i></p>	<p><b>Unlocking growth strategies: Maximising hotel food and beverage revenue</b></p> <ul style="list-style-type: none"> <li>• Demonstrating tactics for expanding hotel F&amp;B revenue through dynamic pricing and capacity strategies</li> <li>• Enhancing revenue from menu development and room service orders</li> <li>• Navigating effective waste-reduction strategies</li> <li>• How can technology revolutionise hotel F&amp;B processes?</li> </ul> <p><i>Dario Artiola, Senior Director Commercial Performance, Radisson Hotel Group</i></p>
18:40	Conference Close and Networking Drinks in the Exhibition Hall	
19:40	Networking Dinner	

# International Hotel Technology Forum

## Day Two Wednesday 17<sup>th</sup> April 2024

08.00 – 08.45	Registration		
08.45 – 08.55	<b>Chairs opening remarks</b> <i>Ted Horner, Owner, E Horner &amp; Associates</i>		
	<b>Stream A</b> <b>Technology &amp; Operations</b> <i>Chaired by Ted Horner, Owner, E Horner &amp; Associates</i>	<b>Stream B</b> <b>Distribution &amp; Marketing</b> <i>Chaired by Ryan Haynes, Director, Haynes MarComs</i>	<b>Stream C</b> <b>Sustainable Hospitality</b> <i>Nicholas Wyatt, Head of R&amp;A, Travel &amp; Tourism, GlobalData</i>
08:55 – 09:00	<b>Chairs opening remarks</b> <i>Ted Horner, Owner, E Horner &amp; Associates</i>	<b>Chairs opening remarks</b> <i>Ryan Haynes, Director, Haynes MarComs</i>	<b>Chairs opening remarks</b> <i>Nicholas Wyatt, Head of R&amp;A, Travel &amp; Tourism, GlobalData</i>
09:00 – 09:30	<b>Panel Discussion:</b> <b>Advancing hotel technology in a cost-efficient era</b> <ul style="list-style-type: none"> <li>• Ensuring the smooth migration of hotel systems and software to cloud-based platforms</li> <li>• Digitalising hardware services to streamline processes and reduce maintenance cost</li> <li>• Defining solutions that meet a range of demands, from luxury to budget hotels</li> <li>• Sharing success stories from hotels that have implemented creative cost-cutting measures</li> </ul> <i>Riko Van Santen, CIO, Kempinski Hotels S.A.</i>  <i>Bojan Pavicic, Director Technology &amp; Digital, citizenM Hotels</i>  <i>Daniel Lister, CEO, Danmagi</i>  <i>Piotr Lipiec, Senior Hotel TV BDM Europe, Samsung</i>  <i>Frank Wagner, Director - International Sales, Advanced Computer Technology</i>	<b>Keynote Address:</b> <b>TikTok short-form-video and the evolving travel marketing landscape</b> <ul style="list-style-type: none"> <li>• Implementing effective campaigns for hotel content and influencer marketing</li> <li>• Unleashing the power of TikTok and short videos to showcase culture and destinations</li> <li>• Utilising digital marketing including TikTok for talent acquisition</li> </ul> <i>Michael Schumacher, Brand Partnerships Lead - Travel &amp; Mobility, TikTok</i>	<b>Keynote Address:</b> <b>Diving into sustainability: Putting ideas into action</b> <ul style="list-style-type: none"> <li>• Digging deeper into the concept of sustainability; what does this really mean to the industry?</li> <li>• Embedding sustainability into business models and taking smaller steps to lay the groundwork</li> <li>• Creating a valuable foundation to ensure long-term success</li> </ul> <i>Patrick Apostolo, Corporate Operations &amp; Business Transformation Director, Radisson Hotel Group</i>

<p>09:30 – 10:00</p>	<p><b>The power of personalization: Harnessing data to meet rising guest expectations</b></p> <ul style="list-style-type: none"> <li>• Emphasising the significance of data in achieving guest personalization and recommendations</li> <li>• Navigating the tools needed as a foundation for personalisation approaches</li> <li>• Mastering integrations and cost reductions, shortening “time to market” for digital services</li> <li>• Usage of machine learning models to ensure service standards and tailored experiences</li> <li>• Using technology to go beyond traditional hospitality paradigms and deliver personalised visitor experiences</li> </ul> <p><i>Roberto Gobo, Director of Digital Strategy and Technology, Valamar Riviera</i></p>	<p><b>Panel Discussion: Guest behaviour in 2024 and beyond: Adapting strategies for changing behaviours</b></p> <ul style="list-style-type: none"> <li>• Reflecting on shifts in guest behaviour since the re-emerge of travel</li> <li>• Examining the impacts of evolving guest preferences, last minute bookings and the role of inflation in shaping booking habits</li> <li>• How can we adapt distribution strategies to changing guest behaviours?</li> <li>• Focusing on mobile apps, website enhancements, contactless checks- ins and voice automation for effortless bookings</li> </ul> <p><i>Raimund Notz, Director, Hotel Revenue Optimization - Central &amp; Eastern Europe, Preferred Hotels &amp; Resorts</i></p> <p><i>Yessica González, Director of Revenue &amp; Yield Management, Club La Santa</i></p> <p><i>Markus Mueller, Managing Director, GauVendi</i></p> <p><i>Matthew Prosser, Senior Sales Director, Agilysys</i></p> <p><i>Cinta Massó, CCO, Hotelverse</i></p>	<p><b>Panel Discussion: Fostering ESG responsibility across the hotel ecosystem</b></p> <ul style="list-style-type: none"> <li>• Responding to consumer pressure, tightening regulations and laying out net zero strategies</li> <li>• Highlighting the social aspect of ESG and nurturing community engagement through technology</li> <li>• Evaluating the environmental footprint of digitalisation in hotels and identifying areas of improvement</li> <li>• How can technology providers and hotels collectively promote sustainable practices?</li> </ul> <p><i>Moderator: Paloma Zapata, Chief Executive Officer, Sustainable Travel International</i></p> <p><i>Elin Penttilä, Sustainability Manager - Climate &amp; Building, Strawberry</i></p>
<p>10:00 – 10:30</p>	<p><b>Unravelling the chaos: The impact of traditional payment solutions on hotels</b></p> <ul style="list-style-type: none"> <li>• On average less than 5% of hotel eCommerce is managed by traditional payment gateway solutions</li> </ul>	<p><b>Modernising the MICE &amp; group buyer experience</b></p> <ul style="list-style-type: none"> <li>• Why did the MICE &amp; Group booking process not evolve like most other buying processes in this day and age?</li> </ul>	<p><b>Reserved for sponsorship</b></p>

	<ul style="list-style-type: none"> <li>Discover why hotels get stuck with manual payment processing and how to fix it</li> <li>Unveil the inherent flaws in the architecture of traditional payment systems crippling hotels</li> </ul> <p><i>Jeff Karlson, Chief Commercial Officer, iOL Pay</i></p>	<ul style="list-style-type: none"> <li>70% of MICE &amp; Group sales is done offline but direct, what are the pains and gains?</li> <li>Why hotels should prevent 3rd parties from getting in control of their data and distribution mix (like OTA's did to room sales)</li> </ul> <p><i>Joost Doevendans, Head of Sales, Proposales</i></p>	
10:30 – 11:00	<p><b>From conception to completion: The IT journey in hotel openings</b></p> <ul style="list-style-type: none"> <li>Understanding the hotel project lifecycle</li> <li>Highlighting strategies for optimization and success in hotel IT projects</li> <li>Mastering negotiation, procurement and installation</li> <li>Ensuring string collaboration with internal and external stakeholders</li> </ul> <p><i>Arnoud Heijnis, Senior Director, IT Hotel Openings EMEA, Marriott</i></p>	<p><b>Attracting the new wave of guests</b></p> <ul style="list-style-type: none"> <li>Connecting with consumers through effective marketing strategies</li> <li>Appealing to the new generation of guests with wellbeing showcasing</li> <li>Highlighting hotel innovation and technology in the marketing story</li> </ul> <p><i>Sofía Muntaner Ordinas, Senior Brand Marketing Manager, Meliá Hotels International</i></p>	<p><b>Prevent, manage, repair: Aligning responsibility with people and the planet</b></p> <ul style="list-style-type: none"> <li>Analysing individual hotels to ensure the prevention of negative environmental impacts</li> <li>Ensuring effective management of main impacts to minimize and reduce them</li> <li>Repairing and ensuring remediation of any damage hotel activity may have caused</li> </ul> <p><i>Elena Martín Cuesta, Sustainability Director, ILUNION Hotels</i></p>
11:00– 11:10	Coffee Break		
11:10 – 11:40	<p><b>Reserved for, likeMagic/ SV Group</b></p>	<p><b>Boost direct bookings and transform your website into a profit machine</b></p> <ul style="list-style-type: none"> <li>Implement data-driven strategies and a full value-chain integrated approach to unlock the potential of your hotel</li> <li>Learn how impactful it can be having a large database fed by multiple sources such as Metasearch, OTA,</li> </ul>	<p><b>Reserved for sponsorship</b></p>

		<p>Google, Market Data, PMS, in order to turn unrefined data into strategies.</p> <ul style="list-style-type: none"> <li>• Case studies and best practices from our most performing partners</li> </ul> <p><i>Piergiorgio Schirru, EVP, Head of Revenue Management and Research &amp; Development, Blastness</i></p>	
11:50–12:20	<b>Business meeting 4</b>		
12:25 – 12:55	<b>Business meeting 5</b>		
13:00–13:30	<b>Business meeting 6</b>		
13:35–14:35	Networking Lunch		
14:35–15:05	<p><b>Optimising technical product development for hotel strategy transformation</b></p> <ul style="list-style-type: none"> <li>• Developing agile processes that allow quick adaptation to evolving customer preferences, market dynamics and tech advancements</li> <li>• Enhancing operational and service efficiency through fostering cross-functional collaborations</li> <li>• Creating a culture of ownership and engagement within the team</li> <li>• Making data driven decisions to contribute to the success of the hotel transformation strategy</li> </ul> <p><i>Mathias Althin, VP technology, Strawberry</i></p>	<p><b>Affiliate E-commerce: Unearthing the hidden gems</b></p> <ul style="list-style-type: none"> <li>• Exploring affiliate networks in the hotel industry</li> <li>• Analysing the impact of building brand partnerships with travel related brands</li> <li>• Understanding the potential of awareness and performance-driven channels</li> <li>• Identifying key strategies for successful collaboration and mutual growth</li> </ul> <p><i>Christoph Peppers, Director E-Commerce, H-Hotels.com</i></p>	<p><b>Case study: Commitment to the community: Inspiring the next generation of hoteliers</b></p> <ul style="list-style-type: none"> <li>• Implementing placements and innovative programmes to benefit the local community and recruit talent</li> <li>• Making a difference by collaborating with schools, local governments, and the community</li> <li>• Understanding how the hotel industry can make a genuine contribution to a larger societal purpose, that in turn significantly aids senior level recruitment into the hotel</li> </ul> <p><i>Veryan Palmer, Director, The Headland Hotel</i></p>

<p>15:05 – 15:35</p>	<p><b>How to compete with the big players in the digitalisation of the hotel industry</b></p> <ul style="list-style-type: none"> <li>• <b>Create a network with the best partners:</b> what works for some does not necessarily work for all. How to find the best partners for your property?</li> <li>• <b>Use technology at your guest service:</b> digitalisation does not need to be a headache. A seamless digital guest journey is at your fingertips: from booking to security</li> <li>• <b>Make it through the jungle:</b> get expert advice from and guidance to create your digitalisation strategy based on your needs and goals</li> </ul> <p><i>Carsten Wernet, CEO at SIHOT Group</i></p>	<p><i>Reserved for Epteca</i></p>	<p><i>Reserved for sponsorship</i></p>
<p>15:35– 15:45</p>	<p>Afternoon Coffee Break</p>		
<p>15:50– 16:20</p>	<p><b>Business meeting 7</b></p>		
<p>16:25– 16:55</p>	<p><b>Business meeting 8</b></p>		
<p>17:00– 17:30</p>	<p><b>Business meeting 9</b></p>		
<p>17:35– 18:05</p>	<p><b>Charting new territories: A fresh look at future hotel innovation and advancements</b></p> <ul style="list-style-type: none"> <li>• Future of in-room tech and cloud architectures</li> <li>• Smart use of digital development, scripting, and automation in checking the room technology</li> <li>• Usage of AI and ML to gain competitive advantage in</li> </ul>	<p><b>Technology, tactics and profit optimisation: Boosting revenue management strategies</b></p> <ul style="list-style-type: none"> <li>• Aligning revenue management with business goals and pinpointing key areas for investment returns</li> <li>• Exploring integrated revenue approaches and concepts</li> </ul>	<p><b>Future horizons: Emerging ESG tech and solutions</b></p> <ul style="list-style-type: none"> <li>• Utilising data analytics to measure ESG performance and set benchmarks</li> <li>• Exploring AI, blockchain and other innovative tech for sustainable hospitality</li> <li>• Looking at accessibility focused technology for all guests</li> </ul>

	<p>networks, finance, and other areas</p> <ul style="list-style-type: none"> <li>Headless Systems</li> </ul> <p>Strategies and importance of integrations in modern hospitality</p> <p><i>Bojan Pavicic, Director Technology &amp; Digital, citizenM Hotels</i></p>	<ul style="list-style-type: none"> <li>Utilising automation to transform revenue management processes</li> <li>Identifying crucial data points for accurate forecasting</li> <li>Highlighting the role of human judgement in revenue management decisions</li> </ul> <p><i>Diogo Vaz Ferreira, Head of Commercial, Clink Hostels</i></p>	<ul style="list-style-type: none"> <li>Using innovation to foster local engagement and support to nearby communities</li> </ul> <p><i>Nicholas Wyatt, Head of R&amp;A, Travel &amp; Tourism, GlobalData</i></p>
18:05	Conference Day Two Close & Networking Drinks		
19:10	Networking Dinner		

## International Hotel Technology Forum Day Three Thursday 18<sup>th</sup> April 2024

08:00 – 08:45	Registration	
	<p><b>Stream A</b></p> <p><b>Technology &amp; Operations</b></p> <p><i>Chaired by Ted Horner, Owner, E Horner &amp; Associates</i></p>	<p><b>Stream B</b></p> <p><b>Distribution &amp; Marketing</b></p> <p><i>Chaired by Ryan Haynes, Director, Haynes MarComs</i></p>
8:50 – 9:00	<p><b>Chairs opening remarks</b></p> <p><i>Ted Horner, Owner, E Horner &amp; Associates</i></p>	<p><b>Chairs opening remarks</b></p> <p><i>Ryan Haynes, Director, Haynes MarComs</i></p>
09:00 – 09:30	<p><b>Keynote Address:</b></p> <p><b>The power of collaboration: Forging strategic partnerships</b></p> <ul style="list-style-type: none"> <li>Evaluating criteria for selecting the right partner</li> <li>Creating a barrier of mutual understanding and outlining financial expectations</li> <li>Ensuring initial contact is clear and concise while validating technical specs and criteria</li> <li>Investigating various IT and technological solution areas</li> </ul> <p><i>Diego Bivero-Volpe, Vice President, Global Strategic Partnerships, Four Seasons Hotels and Resorts</i></p>	<p><b>Panel Discussion:</b></p> <p><b>Revolutionising guest communication: Chatbots and beyond</b></p> <ul style="list-style-type: none"> <li>Evaluating the role of chatbot communication in the hotel industry</li> <li>Harnessing automation to create personalised offers based on visitor trends</li> <li>Offering innovative guest service approaches including interactive greetings</li> </ul> <p><i>Lucia Martinez, CIO, AR Hotels and Resorts</i></p> <p><i>Christoph Peppers, Director E-Commerce, H-Hotels.com</i></p>

09:30 – 10:00	<b>Session reserved for sponsorship</b>	<b>Session reserved for sponsorship</b>
10:00 – 10:15	<b>Session reserved for sponsorship</b>	<b>Localisation vs globalisation: Blending global branding and cultural identity</b> <ul style="list-style-type: none"> <li>Establishing a worldwide presence while connecting with local audiences</li> <li>Crafting memorable consumer experiences and showcasing a unique service</li> <li>Customising brand messages and experiences and maintaining brand relevance in a changing landscape</li> </ul> <p><i>Henrique Tiago de Castro, General Manager, EVOLUTION Cascais-Estoril Hotel</i></p>
10:15 – 10:30	<b>The ages of AI: How will generative AI affect the hotel industry?</b> <ul style="list-style-type: none"> <li>Elevating the guest experience; how will generative AI affect guest interactions?</li> <li>Overcoming real-world obstacles and constraints in AI adoption</li> <li>Exploring the potential of AI in the years ahead from predictive services to sustainable practices</li> </ul> <p><i>Charlotte Newton, Senior Analyst, Thematic Intelligence, GlobalData</i></p>	
10:30 – 11:00	<b>Designing the future of hospitality</b> <ul style="list-style-type: none"> <li>Designing the physical guest experience alongside the digital journey</li> <li>Digital development as a catalyst for brand evolution in design</li> <li>The blended/bleisure traveller; designing the future of working areas in hotels for the digital era</li> </ul> <p><i>Uri Yeger, Design Director, citizenM Hotels</i></p>	
11:00 – 11:10	Coffee Break	
11:10 – 11:40	<b>Business meeting 10</b>	
11:45 – 12:15	<b>Business meeting 11</b>	
12:20 – 12:50	<b>Business meeting 12</b>	
12:55 – 13:25	<b>Reflective closing panel discussion</b> <ul style="list-style-type: none"> <li>Reflecting in tech, sustainability and marketing advancements in the past year</li> <li>Predicting the continuing shift in guest behaviours</li> <li>Sharing experience and lessons learned from the industry's response to adversity</li> </ul> <p><i>Ted Horner, Owner, E Horner &amp; Associates</i> <i>Ryan Haynes, Director, Haynes MarComs</i></p>	
13:25	Networking Lunch	
14:25	Close of Conference	