

PROGRAM

10.00-10.30 **Registrations**

10.30-11.00 **Welcome addresses**

11.00-12.00 **FIRST PANEL DISCUSSION**

“From digital to artificial intelligence: Hotels in the era of new technological revolution”

Moderator **Elina Litsa**, *Director, Transactional Advisory Services, Grant Thornton*

Speakers **Andrew Lim**, *Professor of Technopreneurship and Innovation – Hotelschool The Hague, Hospitality Business School, the Netherlands*

Steve Lowy, *Head of Toposophy UK & Chairman of the Hotel Marketing Association*

Katerina Santikou, *CEO, Workathlon & Business Development Director, Santikos Collection*

Moritz von Petersdorff-Campen, *CEO, SuitePad*

12.00-13.00 **SECOND PANEL DISCUSSION**

“Hotels Refreshed: Adapting the hotel product to the needs of today”

Moderator **Elias Bellos**, *Journalist, “Kathimerini”*

Speakers **Kash Bhattacharya**, *Travel blogger and Marketeer*

Renzo Iorio, *COO AccorHotels Italy, Greece, Israel & Malta*

Michael Mavropoulos, *Regional Director East Mediterranean, TUI Destination Services*

Charalambos Voulgaris, *CEO, Kontokali Bay Resort & Spa and Aeolos Beach – Vice President, Hotel Association of Corfu – Member of the BoD, Hellenic Chamber of Hotels*



13.00-14.00 **THIRD PANEL DISCUSSION**

“Changing consumer behavior: a brand new marketplace”

Moderator **Marina Protonotariou**, *Journalist, “Parapolitika” & “Eleftheria tou Typou”*

Speakers **Alexandros Angelopoulos**, *Member of the Board of Directors and Chairman of the Environmental Policy Committee of the Hellenic Chamber of Hotels – CEO of Aldemar Resorts*

Chara Georgiadou, *Industry Manager at trivago for Greece, Cyprus and Turkey*

Olivier Henry Biabaud, *CEO, TCI Research*

Tjeerd Zandberg, *Researcher at European Tourism Futures Institute (ETFI) & Academy of International Hospitality Research (AIHR)*

14.00-15.00 **FOURTH PANEL DISCUSSION**

“Hotel Sales and Marketing in the Tech Era”

Moderator **Maria Theofanopoulou**, *CEO, Greek Travel Pages*

Speakers **Jean-Claude Balanos**, *Vice President Leisure Sales, AccorHotels*

Pavlos Foskolakis, *Senior Manager – Digital Field Marketing, Southern Europe, Marriott International*

Neville Graham, *Managing Director International Member Services, Best Western Hotels & Resorts*

Agapi Sbokou, *co-CEO SHG, Member of the board of directors of SETE (Confederation of Greek Tourism Enterprises), Member of the board of directors of Marketing Greece*

