

## FORUM'S 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: **TBA**

Speakers:

*Andriew Lim, Professor of Technopreneurship and Innovation in Hospitality, Hotelschool, The Hague*

*Steve Lowy, Head of Toposophy UK and 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, Member of the Board of Directors of the Hellenic Chamber of Hotels & Vice President of the Hotel Association of Corfu*

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 of TCI Research*

**Tjeerd Zandberg**, *Hospitality expert, European Tourism Futures Institute (ETFI)*

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**, *Marketing & Sales Manager, Sbokos Hotel Group*