

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

Speakers:

Andriew Lim, Professor of Technopreneurship and Innovation, Hotelschool The Hague, Hospitality Business School, The Netherlands

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, *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, *CEO, Sbokos Hotel Group*