



2019 ISHC Annual Conference Program
Theme: Innovation & Disruption: The Evolution of Hospitality

31-Jul-19

**Attire for all sessions & events is Business Casual unless otherwise indicated in this program*

Wednesday 11 September

Afternoon **Board of Directors Meeting**
Andaz - Architect

Evening **Board of Directors Dinner**

Thursday 12 September

7:30 - 17:00 **Registration**
Andaz - Upper Belvedere Foyer

8:30 - 10:00 **Membership Meeting**
Andaz - Upper Belvedere
(ISHC members only)

10:00 - 10:30 **Networking Break**

10:30 - 10:45 **In the Beginning...Conference Opening**
Andaz - Upper Belvedere
Conference: Herbert Mascha, ISHC, Partner, MRP hotels
Chairs: Roger Allen, ISHC, Group CEO, Resources for Leisure Assets

10:45 - 10:55 **Willkommen in Wien (Welcome to Vienna)**
Presenter: Norbert Kettner, CEO, Vienna Tourist Board

10:55 - 11:05 **Checking-In...Welcome From the Andaz Vienna Am Belvedere**
Presenter: Dietmar Ploberger, Senior Project Manager, Signa

11:05 - 11:20 **Making of a Market: Vienna Market Overview**
Presenter: Patrick Adamle, Partner, MRP Hotels

11:20 - 11:50 **Epic Origins to Modern Day Megalopolis: Central Europe's Past & Present**
Presenter: Dr. Tamas Magyarics, Professor, ELTE

11:50 - 12:35 **Survive & Thrive: An Owner's Perspective**
Moderator: Alexi Khajavi, Managing Director EMEA, Questex Hospitality + Travel
Panelists: Saad Issa Audeh, Owner, Campbell Gray Hotel, Aman
Rudolf Krizan, COO & Member of the Board, Best Hotel Properties
Michael Manz, Director, ASW Group
Amruda Nair, Director, Araiya Hotels / Owner, Hotel Leela Venture

12:35 - 13:30 **Pardon the Disruption: Lunch**
Andaz - Upper Belvedere Foyer

13:30 - 14:15 **Survival of the Fittest: Lessons Learned from Travel Start-Ups**
Andaz - Upper Belvedere
Moderator: Wolfgang Gattringer, ISHC, Managing Director, Solutions dot WG Hospitality Advisory Alliance
Panelists: Fabian Höhne, Founder & CEO, FLYLA
Ulrich Pillau, Founder, Apaleo
Markus Schmitt, CEO, Data Revenue GmbH

14:15 - 15:00 **Heading Toward Extinction? Over-Tourism**
Moderator: Tea Ros, ISHC, Managing Director, Strategic Hotel Consulting
Panelists: Christophe de Bruyn, ISHC, CEO, THR Tourism, Hospitality & Recreation advisors
Norbert Kettner, CEO, Vienna Tourism Board
Susanne Kraus-Winkler, President, Austrian Professional Hotel Association

15:00 - 15:30 **Networking Break**
Andaz - Upper Belvedere Foyer

15:30 - 16:00 **Connect with your Species: Networking at Assigned Tables**
Andaz - Upper Belvedere

16:00 - 16:30 **Evolution, Revolution and Distribution**
Moderator: Stephanie Ricca, Editorial Director, Hotel News Now
Panelists: Jake Stein, Sr. Director, Owner Relations, Expedia Group
Frank Reeves, Co-Founder & CEO, Avvio

16:30 - 17:15 **Hunter-Gatherers: Latest Trends in Food & Beverage**
Presenters: Ken Taylor, ISHC, Vice President Strategic Development, MarkeTeam Inc
Reinhard Pohorec, Sensory Expert, Pohorec Sensory Experience

Evening **Opening Reception**

Friday 13 September

7:15 - 12:30 **Registration**
Andaz - Upper Belvedere Foyer

7:30 - 8:15 **Bonus Session - Back to the Future of Evolution: HNN/Castell Project Think Tank**

Andaz - Upper Belvedere	Moderator:	Stephanie Ricca, Editorial Director, Hotel News Now
	Panelists:	Kate Burda, Founder, Kate Burda & Co. Lynn Curry, ISHC, President & Co-Owner, Resources for Leisure Assets Judy King, ISHC, Founder & Principal, Quality Management Services, LLC Tea Ros, ISHC, Managing Director, Strategic Hotel Consulting
8:30 - 8:45	Welcome Back	
Andaz - Upper Belvedere	Conference	Herbert Mascha, ISHC, Partner, MRP hotels
	Chairs:	Roger Allen, ISHC, Group CEO, Resources for Leisure Assets
8:45 - 9:15	The Barter System: Lessons from the Retail Sector	
	Interviewer:	Roger Allen, ISHC, Group CEO, Resources for Leisure Assets
	Interviewee:	Marco Nijhof, Director of Hospitality & Guest Experience, Value Retail
9:15 - 9:30	Primitive Thinking to Utopian Vision: The Impact of Mindset on Achieving New Results	
	Presenter:	Robyn Pratt, ISHC, Managing Director, Impact Consulting Ltd.
9:30 - 10:15	The New Ecosystem: Evolution of Resorts	
	Moderator:	Sinisa Topalovic, ISHC, Managing Partner, Horwath HTL
	Panelists:	Werner Bilgram, Managing Director, Kinderhotels Europa Mustafa Ozdemir, Managing Partner, Loisium Wine & Spa Hotels Timothy Walton, Regional Vice President of Hotel Development, Marriott International
10:15 - 10:35	Networking Break	
Andaz - Upper Belvedere	Foyer	
10:35 - 11:00	Connect with your Species: Networking at Assigned Tables	
Andaz - Upper Belvedere		
11:00 - 11:30	The "Plastic" Ages: Innovation in Sustainability	
	Moderator:	Margaret Shutze, ISHC, Founder, Shutze Studio
	Panelists:	Dr. Willy Legrand, Professor, IUBH International University Michaela Reitterer, Boutiquehotel Stadthalle Jan Hein Simons, Partner, MRP Hotels
11:30 - 12:00	Big Bang Theory: 360 Overview of Automation Technology Impacts in Travel, Tourism & Hospitality	
	Interviewer:	Trevor Stuart-Hill, ISHC, President, Revenue Matters
	Interviewee:	Stanislav Ivanov, CEO, Zangador Ltd.
12:00 - 12:30	Natural Selection: M&A Update	
	Moderator:	Tony Ryan, ISHC, Managing Director, Global Mergers & Acquisitions, JLL Hotels & Hospitality
12:45 - 14:00	ISHC Candidate & New Member Orientation <i>(ISHC new members & candidates only)</i>	
Afternoon	Explore Vienna on your own	
Evening	Celebration Gala	
Park Hyatt Vienna	<i>*Cocktail Attire</i>	

Saturday 14 September

8:00 - 12:00	Registration	
Andaz - Upper Belvedere	Foyer	
9:00 - 9:15	Welcome Back	
Andaz - Upper Belvedere	Conference	Herbert Mascha, ISHC, Partner, MRP hotels
	Chairs:	Roger Allen, ISHC, Group CEO, Resources for Leisure Assets
9:15 - 9:50	The Darwin of Data: STR Presentation	
	Presenters:	Ali Hoyt, ISHC, Senior Director, Consulting and Analytics, STR Carter Wilson, ISHC, SVP, Consulting and Analytics, STR
9:50 - 10:00	Cave Dweller: Off the Grid Resort Case Study	
	Presenter:	Scott Dyde, ISHC, Director, SALA Design Group
10:00 - 10:25	Adaptive Behavior: Using Big Data to Analyse Loyalty & Competitive Sets of Destinations	
	Presenter:	Aris Ikkos, ISHC, Research Director, INSETE
10:25 - 11:00	Forward to Basics: Hospitality is the Noble Art of "Interwoven Intelligence"	
	Presenter:	Herman Konings, Change Psychologist, Pocket Marketing
11:00 - 11:20	Networking Break	
Andaz - Upper Belvedere	Foyer	
11:20 - 11:50	Connect with your Species: Networking at Assigned Tables	
Andaz - Upper Belvedere		
11:50 - 12:10	Human Element: Social Trends in Design	
	Presenter:	Corinna Kretschmar-Joehnk, Co-Managing Director, JOI
12:10 - 12:20	Conference Closing	
Evening	Optional City Sightseeing by Vintage Tramway + Dinner & Wine Tasting at the Mayer am Pfarrplatz	