

Shifting Sands: Hospitality Imagined

Thursday, 26th September

9:00 am - 5:00 pm	Registration	
Astor Ballroom Foyer		
9:00 am - 10:30 am	Hotel Tour #2	
Meet in Lobby for 9:00 am departure See registration to reserve your spot		
10:45 am - 12:45 pm	Membership Meeting	
Astor Ballroom		
12:45 pm - 1:40 pm	Lunch	
Astor Ballroom Foyer		
1:40 pm - 1:55 pm	Conference Opening	
Astor Ballroom		
	Conference:	Paul Boldy, ISHC, Managing Partner, RLA Global
	Chairs:	Tea Ros, ISHC, Managing Director, Strategic Hotel Consulting
1:55 pm - 2:15 pm	Discover Dubai	
	Presenter:	Hoor Al Khaja, Senior Vice President at Dubai Department of Economy and Tourism
2:15 pm - 2:45 pm	Global Tourism Trends	
	Presenter:	Dominique Exmann, Commercial Director, Travel & Tourism MENA, Oxford Economics
2:45 pm - 3:30 pm	Global Investment Insights	
	Moderator:	Lada Shelkovnikova, ISHC, Partner, Watson Farley & Williams LLP
	Panelists:	Nihat Ercan, ISHC, CEO APAC, JLL Hotels and Hospitality Group Chris Henry, ISHC, CEO, Majestic Hospitality Lourie Kruger, CFO, Katara
3:30 pm - 4:00 pm	Networking Break	
4:00 pm - 4:15 pm	Member Spotlight- Hotel Commercial Challenges	
	Presenter:	Tareq Bagaen, ISHC, Founder & CEO, aQedina
4:15 pm - 5:00 pm	Profitability Pulse: Global Trends and Insights	
	Presenter/Moderator:	Michael Grove, ISHC, CEO, HotStats
	Panelists:	Philipp Krause, VP Development, Jumeirah Dr. Naim Maadad, CEO, Gates Hospitality Hala Matar Choufany, ISHC, President- Middle East, Africa and South Asia, HVS
6:30 pm - 8:30 pm	Welcome to Dubai! Opening Reception Hosted by Jumeirah	
Meet in Lobby for 6:00 pm departure Bahri at the Madinat Jumeirah		

Friday, 27th September

10:00 am - 1:00 pm	Spouse Event - At.mosphere at the Burj Khalifa	
Meet in Lobby for 9:30 am departure Event requires separate ticket		
8:00 am - 5:00 pm	Registration	
Astor Ballroom Foyer		
8:45 am - 9:00 am	Welcome Back	
Astor Ballroom		
	Conference:	Paul Boldy, ISHC, Managing Partner, RLA Global

	Chairs:	Tea Ros, ISHC, Managing Director, Strategic Hotel Consulting
9:00 am - 9:30 am	Evolution of the Dubai Hotel Market	
	Interviewer:	Steve Hennis, ISHC, Hotelogy
	Interviewee:	Gerald Lawless, Former CEO, The Jumeirah Group, Past Chair, WTTC
9:30 am - 10:15 am	Navigating Challenges: Strategies for Branded Residences	
	Moderator:	Riyan Itani, ISHC, Director and Founder, Global Branded Residences Ltd.
	Panelists:	Scott Antel, ISHC, Owner & Founder, Scotts FZ Chris Graham, Managing Director, Graham Associates Barry Landsberg, Principal, Landsberg Residential Consulting Inc Rosa Piro, Senior Director, Arada
10:15 am - 10:30 am	Member Spotlight- Hotel Experience of the Future	
	Presenter:	Zaynib Khan, ISHC, Senior Associate Director Architecture, BENOY
10:30 am - 11:00 am	Networking Break	
11:00 am - 11:10 am	Member Spotlight- The Art of RFP Development	
	Presenter:	Aaron Anderson, ISHC, Contributor, The 26 Co.
11:10 am - 11:55 am	Innovations in Agritech and Food Sustainability	
	Moderator:	Ashli Johnson, Founder, Hospitality Hued
	Panelists:	Atul Chopra, Founder & CEO, Fresh on Table Aaron Moore, CEO, Tech Agro LLC
11:55 am - 12:25 pm	The Right Kind of Loud-Are You Using the Power of Your Voice?	
	Presenter:	Kim A. Page, Founder, The Right Kind of Loud
12:25 pm - 1:15 pm	Lunch	
1:15 pm - 1:45 pm	Creating The Future: A Conversation with the Red Sea Global	
	Interviewer:	Chris Mumford, ISHC, Managing Director, Cervus Leadership Consulting
	Interviewee:	Tim Williams, Group Head of People Strategy and Culture, Red Sea Global
1:45 pm - 2:30 pm	Balancing the Byte: AI Integration with a Human Heart	
	Moderator:	Judith Cartwright, ISHC, Founder & Managing Director, Black Coral Consulting
	Panelists:	Selin Atayeva, Student, Swiss International School Jason Blunden, Group Director, MEDIACUBED The Creative Group Mona Faraj, Founder, Insight Out Consultancy Yves Preissler, Founder & CEO, YP Group of Companies
3:00 pm - 4:30 pm	Hotel Tour #3	
Meet in Lobby for 3:00 pm departure	See registration to reserve your spot	
7:00 pm - 10:30 pm	Oasis in the Desert, Awards Gala Hosted by Hyatt	
Meet in Lobby for 6:00 pm departure	Park Hyatt, Dubai Creek	

Saturday, 28th September

8:00 am - 12:30 pm	Registration	
Astor Ballroom Foyer		
9:00 am - 9:15 am	Welcome Back	
Astor Ballroom	Conference	Paul Boldy, ISHC, Managing Partner, RLA Global
	Chairs:	Tea Ros, ISHC, Managing Director, Strategic Hotel Consulting
9:15 am - 10:00 am	STR Data Presentation	
	Presenter:	Sarah Duignan, Director, Client Relationships, STR - CoStar Group
10:00 am - 10:30 am	Spotlight on India	
	Moderator:	Jonathan Worsley, Chairman & CEO, The Bench
	Panelists:	Amruda Nair, Founder & Member, Board of Directors, Araiya Hotels & Resorts Vijay Thacker, ISHC, Managing Director, Horwath HTL - India

- 10:30 am - 10:40 am **Member Spotlight- Destination Management in a Crowded World**
Presenter: Sinisa Topalovic, ISHC, Global Head of Tourism Advisory & Partner, Horwath HTL
- 10:40 am - 11:00 am **Networking Break**
- 11:00 am - 11:35 pm **Masterclass in Hospitality Operations**
Moderator: Mila Nouralla, ISHC, Managing Director, NUR Business Consulting
Panelists: Victor Bellot, Director of Food and Beverage, Atlantis The Royal
Sabine Eckhardt, Director of Front of House and Quality, St. Regis Dubai, The Palm
Padou Kabchi, Executive Director of Hotel Operations, Atlantis The Royal
- 11:35 am - 11:45 am **Member Spotlight**
Presenter: Linh Vu, ISHC, Director, Key Hospitality Consulting
- 11:45 am - 12:30 pm **The Future of Hospitality Design**
Moderator: Najah A. Rahmaan-O'neale, ISHC, Sr. Partner/CEO, Dedica Group
Panelists: Roger Hill, ISHC, Co-Founder and Executive Chairman, The Gettys Group
Amy Jakubowski, ISHC, Principal and Managing Director, Pierre-Yves Rochon
Tim Peck, ISHC, Chairman, OBMI
- 12:30 pm - 12:45 pm **Farewell From Our Host**
Interviewer: Tea Ros, ISHC, Managing Director, Strategic Hotel Consulting
Interviewee: Marwan Fadel, General Manager, The St. Regis Dubai, The Palm
- 12:45 pm - 1:00 pm **Closing Remarks**
Conference: Paul Boldy, ISHC, Managing Partner, RLA Global
Chairs: Tea Ros, ISHC, Managing Director, Strategic Hotel Consulting
- 5:00 pm - 8:00 pm **Optional Event- Explore Old Dubai and Dinner**