AHLA

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WORLDWIDE FORUM FOR HOSPITALITY TECH

Singapore | 8-10 MAY, 2024

AGENDA

WEDNESDAY, 8 MAY

14:00 – 19:30	Registration Open	Outside Helconia Ballroom
18:00 – 19:30	Opening HTNG Reception	CÉ LA VI

THURSDAY, 9 MAY Morning General Session

08:00 – 17:30	Registration Open	Outside Helconia Ballroom
08:30 – 09:00	Welcome Coffee – *Exhibits Open*	Cassia Junior Ballroom
09:00 – 09:15	Opening Remarks	Helconia Ballroom
09:15 – 09:45	Innovating Hospitality: Perspectives from the Top	Helconia Ballroom
09:45 – 10:25	Proactive Planning: Reacting to the Evolution of Corporate Travel Booking Technologies	Helconia Ballroom
10:25 – 10:55	Morning Break – *Exhibits Open*	Cassia Junior Ballroom
10:55 – 11:25	The Dynamics of Human-System Collaboration in Revenue Management	Helconia Ballroom
11:25 – 11:55	Traveltech Futures: Guiding the Next Generation of Hospitality Tech and Distribution	Helconia Ballroom
11:55 – 12:00	Closing Remarks & Afternoon Briefing	Helconia Ballroom
12:00 – 13:00	Lunch – *Exhibits Open*	Cassia Junior Ballroom

THURSDAY, 9 MAY Afternoon Breakouts

	13:00	13:20	13:45	14:05	14:30
Begonia Ballroom	Creating the Future of AI in Hospitality: A Strategic Workshop				
Cassia 3311 (HTNG Breaakouts)	Procure-to-Profits: Maximizing Efficiency with Strategic Automated Solutions		Navigating the Technological Landscape: Challenges in Deploying Brand Standard Systems in Asia, with a Focus on China		Transition
Cassia 3312 (HSMAI Breakouts)	Next Generation Targeting & Durable Measurement by Google	Maximizing Revenue in 2024: Spotlighting APAC and China Region's Tourism Trends	Block by Block – Building a Technology-Based Foundation for Sustainable Hospitality Operations	Fortifying Your Defenses: Innovative Cybersecurity Strategies	

THURSDAY, 9 MAY ❯ Afternoon Breakouts continued

	14:45	15:30	16:00	16:40	16:45	17:30 – 19:00
Begonia Ballroom	Telling Stories with Data	Afternoon Break	Creating the Future of AI in Hospitality: A Strategic Workshop (Repeat)			
Cassia 3311 (HTNG Breaakouts)	Navigating the Future: Adapting to Evolving Revenue Management Demands		Leveraging Next-Generation Infrastructure for a Connected Hotel	Transition	Quick PMS Integrations: Is It Possible?	
Cassia Junior Ballroom						Joint HTNG/HSMAI Reception - *Exhibits Open*

FRIDAY, 10 MAY ❯

08:30 – 13:00	Registration Open	**Outside Helconia Ballroom**
08:30 – 09:00	Welcome Coffee – *Exhibits Open*	**Cassia Junior Ballroom**
09:00 – 09:10	Welcome Remarks	**Helconia Ballroom**
09:10 – 09:50	Brand, Owner, Operator: Is IT Caught in the Middle	**Helconia Ballroom**
09:50 – 10:05	The New Era of Connectivity	**Helconia Ballroom**
10:05 – 10:35	Greening Hospitality: Data-Driven Decarbonization for Hotels	**Helconia Ballroom**
10:35 – 11:05	Morning Break – *Exhibits Open*	**Cassia Junior Ballroom**
11:05 – 11:45	Navigating the Cloud: Strategies for Seamless Cloud Migration	**Helconia Ballroom**
11:45 – 11:50	Sponsor Speaker – ANTlabs	**Helconia Ballroom**
11:50 – 12:30	Navigating the Digital Horizon: Insights from Top Hotel IT Leaders	**Helconia Ballroom**
12:30 – 12:35	Closing Remarks	**Helconia Ballroom**
12:35 – 14:05	Closing Lunch – *Exhibits Open*	**Cassia Junior Ballroom**

THURSDAY, 9 MAY ⟫

Innovating Hospitality: Perspectives from the Top

Garth Simmons ACCOR   **Karen Yue** TTG ASIA MEDIA

Join Garth Simmons, COO of Accor Asia Pacific, and Karen Yue, Group Editor for TTG Asia Media, in an engaging fireside chat to explore the latest trends and innovations reshaping the hospitality industry. Gain valuable insights as they discuss strategies for navigating challenges and driving success in the ever-changing landscape of the hotel industry in the Asia Pacific region. Don't miss this opportunity to hear firsthand perspectives from a top executive shaping the future of hospitality.

Proactive Planning:
Reacting to the Evolution of Corporate Travel Booking Technologies

Ramesh Daryanani MARRIOTT INTERNATIONAL   **Kelly McGuire** ZS

Tailored for hotel professionals, this presentation offers an in-depth exploration into the ever-evolving ecosystem of corporate travel booking technology and third parties. From actionable frameworks to hypotheses on where the ecosystem will go next, this session will equip business leaders with the tools needed to anticipate and proactively react to new tech players ensuring your business not only adapts but excels in our dynamic industry.

The Dynamics of Human-System Collaboration in Revenue Management

Professor Basak Guillet Denizci GRIFFITH UNIVERSITY   **Dr. Ibrahim Mohammed** HONG KONG POLYTECHNIC UNIVERSITY

We will deep dive into the cognitive decision-making processes of revenue management (RM) professionals, encompassing directors, managers, and analysts. This involves elucidating the collaboration between revenue management professionals and revenue management systems. Our focus is to understand their interventions in RM systems and how these decisions influence their revenue management strategies, considering the characteristics of individual decision-makers and organizational factors.

Traveltech Futures:
Guiding the Next Generation of Hospitality Tech and Distribution

Joshua Ryan-Saha TRAVELTECH FOR SCOTLAND

This session will explore the practical ways we can harness the power of foresight and future thinking to design the next generation of hotel and hospitality technology. Joshua will publicly launch the 'Traveltech Futures' collection. This is a short booklet featuring eleven future narratives taken from conversations with over 100 travel professionals, including last year's HTNG European Conference attendees.

THURSDAY, 9 MAY ⟫ continued

Creating the Future of AI in Hospitality: A Strategic Workshop

Joshua Ryan-Saha TRAVELTECH FOR SCOTLAND

Explore the transformative potential of Artificial Intelligence (AI) for hotels and hotel brands in this innovative workshop. We'll use a set of specialist cards that represent both current and future AI capabilities alongside roles within the hospitality industry. Participants will engage in a creative and strategic exploration of how AI can revolutionize their businesses. This session offers an opportunity to think collectively with industry peers about the impending changes AI might bring. It's not about predicting the future, it's about developing the ability to make meaningful, strategic decisions in adopting AI. Join us for this practical workshop and step confidently into the future of hospitality, armed with the knowledge and strategies to lead in AI adoption.

Procure-to-Profits:
Maximizing Efficiency with Strategic Automated Solutions

Steven Hopkinson GROUPS360 (MODERATOR)   **András Bíró** THE CAPITOL KEMPINSKI HOTEL SINGAPORE
Benjamin Krieg FUTURELOG   **Peter Lucas** MARRIOTT SUKHUMVIT & MEA SUKHUMVIT
Rob McIntyre PULLMAN SINGAPORE ORCHARD

In today's dynamic hospitality landscape, the focus is shifting towards maximizing cost savings and operational through optimised back-of-house systems. We have a distinguished panel of industry experts who will delve into strategies for achieving significant cost efficiencies, emphasizing the importance of embracing innovative technology and streamlined processes for hotels to lead, thrive, and achieve financial and operational success.

Next Generation Targeting & Durable Measurement by Google

Malte Jess GOOGLE

Malte Jess from Google will be providing the right information on the implications of third party cookie deprecation for marketers, and taking you through some strategies to handle the new environment. Marketers - don't miss out on this important information!

Maximising Revenue in 2024: Spotlight on China's Tourism Trends

Kuan Yii (Chan) LIGHTHOUSE

Lighthouse will present the latest strategies to target Chinese mainlanders, the current industry outlook as well as some overall APAC trends.

THURSDAY, 9 MAY ⋗⋗ continued

Navigating the Technological Landscape: Challenges in Deploying Brand Standard Systems in Asia, with a Focus on China

Kevin King SHIJI INTERNATIONAL (MODERATOR)   **Branden Li** HYATT HOTELS CORPORATION
Terence Ronson PERTLINK LIMITED   **Joshua Tong** HILTON

Join industry experts and thought leaders in a dynamic panel discussion where they'll delve into the intricate challenges of deploying brand standard systems in the diverse and rapidly evolving Asian market, with a special emphasis on the unique complexities faced in China. Explore insights, strategies, and innovative solutions to ensure seamless integration and successful implementation, considering cultural nuances, regulatory landscapes, and technological adaptability.

Block by Block – Building a Technology-Based Foundation for Sustainable Hospitality Operations

Dr. Michael A. Kruesi SINGAPORE INSTITUTE OF TECHNOLOGY   **Dr. Detlev Remy** SINGAPORE INSTITUTE OF TECHNOLOGY

This session aims to highlight the transformative potential of blockchain technology in redefining sustainability within the hospitality industry. The blockchain's decentralized nature offers a significant opportunity to streamline operations, reduce intermediaries, increase reliability, and lower energy consumption; all of which aligns with the sustainability goals of the hospitality industry. Learn how you can embrace blockchain innovations to carve out a pathway toward a future that is not only sustainable and efficient, but economically viable.

Fortifying Your Defenses: Innovative Cybersecurity Strategies

Saurabh Prakash MILLENNIUM HOTELS & RESORTS

Saurabh is taking a commercial approach to cybersecurity. Join us for an insightful session on bolstering cybersecurity defenses tailored specifically for hospitality chains. Discover cutting-edge approaches, including the concept of 'white-hat hacking' to fortify your organization's digital resilience. Saurabh will emphasise the critical role of commercial leaders in understanding and championing cybersecurity initiatives. Gain valuable insights into the profound impact cybersecurity has on business operations and learn best practices for proactive defense measures. Don't miss this opportunity to elevate your cybersecurity strategy and safeguard your business against evolving threats.

Telling Stories with Data

Kelly McGuire ZS

Whether you love it or hate it, we all need to learn to enhance our skills around sharing the story data creates. Through hands-on experience and examples, this session will show you how stories help clarify data and create more convincing arguments. You will leave this event understanding how to structure a compelling, memorable data-driven message, and structure a story around it. You will also gain practical tips to inspire your stakeholders to action.

THURSDAY, 9 MAY ⟩⟩ continued

Navigating the Future: Adapting to Evolving Revenue Management Demands

Jurgen Ortelee IDEAS

Embark on a journey through the shifting terrain of revenue management in hospitality, where we underscore the pressing imperative for standards to evolve harmoniously with industry needs. Delve into the proactive efforts of HTNG's Revenue Management Workgroup as they rise to the occasion, addressing these challenges head-on. Join us to gain invaluable insights and discover how collaboration and innovation are shaping the future of revenue management in hospitality.

Leveraging Next-Generation Infrastructure for a Connected Hotel

Mark Retnam BANYAN TREE GROUP

A connected hotel requires the right infrastructure. We'll share how the recently published Next Generation Infrastructure Technical Guide provides guidance on how to right-size a hotel's infrastructure to ease onboarding of new technologies, improve the guest experience, and increase operational efficiencies.

Quick PMS Integrations: Is It Possible?

Sandy Angel AHLA

Learn how hoteliers are connecting with new innovative partners in record speed using the HTNG Express PMS Specification.

FRIDAY, 10 MAY ⟩⟩

Brand, Owner, Operator: Is IT Caught in the Middle?

Ted Horner E. HORNER & ASSOCIATES PTY LTD (MODERATOR)   **Chris Ely** CBRE   **Douglas Louden** PERCEPTIONS HOSPITALITY
Pierre Marechal JLL   **Peter Meyer** LODGIS HOSPITALITY HOLDINGS

As a hotel IT decision-maker, it is easy to feel like you are caught in the middle between owner, operator, and brand. These parties usually have different objectives, and technology often becomes the battleground between them. To make matters more challenging, sometimes IT must invest in infrastructure, security, and other elements that may not be planned for. This session will explore this complex relationship and discuss ways to work together to benefit each individual and the organization.

FRIDAY, 10 MAY ›› continued

The New Era of Connectivity

Letka Prendergast ORACLE HOSPITALITY

Staying ahead requires the ability to swiftly harness insights through data connectivity. Let's look at how to elevate data integration and provide a totally connected guest and employee experience.

Greening Hospitality: Data-Driven Decarbonization for Hotels

Ed Malinowski KIN FOODS

This presentation will delve into ways in which technology and data teams can apply their unique skills to further sustainability efforts in the hospitality industry. Using supply chains as an example, attendees will explore innovative strategies for leveraging data to understand our carbon footprint and ways in which that data can assist in furthering our environmental and social responsibility goals. We will examine how IT can enable hotels and restaurants to identify and act on positive change, support local economies, and enhance the overall guest experience all while demonstrating our resolute commitment to a resilient and eco-conscious hospitality sector.

Navigating the Cloud: Strategies for Seamless Cloud Migration

David Teklit TEKLOGIX

In this dynamic presentation, we will delve into the intricate world of cloud migration for the hotel industry. As technology continues to evolve, the demand for agile, scalable, and efficient solutions is paramount. Join us to explore proven strategies and best practices for seamlessly migrating your hotel technology to the cloud. From overcoming common challenges to maximizing the benefits of cloud-based systems, this session is your roadmap to a successful and future-ready hotel technology infrastructure. Discover how embracing the cloud can enhance guest experiences, streamline operations, and position your hotel for sustained success in the digital era.

Navigating the Digital Horizon: Insights from Top Hotel IT Leaders

David Peller IF NOT YOU (MODERATOR)   **Winnie Ho** MGM   **Spencer Lam** SHANGRI-LA GROUP
James Merchant ACCOR   **Scott Strickland** WYNDHAM HOTELS & RESORTS

Join us for an engaging panel discussion featuring IT leaders from leading hotel companies. These industry titans will share insights, challenges, and triumphs as they navigate the ever-evolving landscape of hotel technology. From leveraging data analytics to enhance guest experiences to implementing cutting-edge solutions for operational efficiency, this session will offer valuable perspectives on harnessing technology to drive innovation and stay ahead of the competitive hospitality market. Discover how these visionary leaders are shaping the future of hospitality through strategic technological advancements and collaborative partnerships.

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