

## Hospitality Tech Forum

**Date**  
March 5, 2020

**Time:**  
13:30 - 18:00

**Location**  
Hall 7.1b, eTravel Lab

What is driving the hospitality industry and what are challenges and opportunities arising from the digital transformation? Learn more at events on revenue management, marketing, sustainability and the future of the hotel industry. Detailed description of all individual events will be available here shortly.

### 13:30 - 14:00

#### Smart Hotel – Technological Future Scenarios In Current Practice

##### Warm-Up Hospitality Tech Forum

- Insights to technological scenarios and cognitive environments in the Big Picture
- Examples of smart hotels from the pioneers
- How to integrate smart solutions?
- Evaluation of technologies and how to deal with current hurdles?

**Speaker:**

[Prof. Dr.-Ing. Vanessa Borkmann](#), Fraunhofer-Institut für Arbeitswirtschaft und Organisation IAO

### 14:00 - 14:10

#### Introduction: Hospitality Tech Forum

Hosted by Hospitality Industry Club

**Introduction & Moderation:**

[Daniel Zelling](#), Founder, Hospitality Industry Club

### 14:10 - 15:00

#### Revenue Management: Keynote, Best Cases And Panel

- Keynote by Profiter: High costs and low sustainability of online distribution. How inventory management AI can help
- Best case presentations followed by a panel discussion:
- The future of pricing in the hotel industry
- What is the future role of a revenue manager?
- What can revenue management solutions achieve today and where do hoteliers need experience and local knowledge?
- How is the online distribution mix developing?

**Keynote:**

[Oswaldo Mauro](#), CEO, Profiter

**Moderated by:**

[Wilko Weber](#), Vice President Global Revenue and Digital Strategy, Kempinski

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**Speaker:**

[Siim Karu](#), Chief Revenue Officer, A&O Hostels  
[Jens Munch](#), CEO, Pace  
[Sigrid Ruppe-Senn](#), CEO, Interalp Touristik GmbH  
[Stan van Roij](#), Vice President - Hospitality, Infor

**15:00 - 15:30**

**Sustainability Trends In Hospitality**

- Can the Fridays for Future hype be used for the industry?
- Is there a stronger awareness among the guests?
- How can sustainability be addressed in sales and marketing?

**Speakers:**

[Franziska Altenrath](#), Co-founder, TUTAKA  
[Suzann Heinemann](#), Managing Director, GREENSIGN  
[Moritz Hintze](#), Gründer, bookitgreen  
[Uta Janbeck](#), Hotel Management, Janbeck's FAIRhaus  
[Moritz von Petersdorff-Campen](#), CEO, Suitepad

**15:30 - 16:00**

**The Future Of Hotel Online Distribution**

- Are direct bookings increasing or not?
- What happens to OTAs if metasearch engines offer bookings as well?
- How do hotels and hotel groups need to prepare?

**Moderated by:**

[Ben Stephenson](#), CEO, Impala

**Panel guests:**

[Ben Jost](#), CEO, TrustYou  
[Ramin Lale-Khani](#), Managing Director, Poppenbütteler Hof GmbH  
[Petra Sowada](#), Sales Director, relexa Hotel GmbH  
[Iris Steinmetz](#), VP of Product and Partnerships, SnapShot

**16:00 - 17:00**

**Re-Building Hotel Brands: Best Case Presentations And Panel**

- What do you have to consider when repositioning a traditional hotel brand?
- What are the pitfalls of brand restructuring?
- What needs to be considered when communicating with employees?

**Moderated by:**

[Daniel Zelling](#), Founder, Hospitality Industry Club

**Speakers:**

[Heiko Buchta](#), Hotel Manager, Platzl Hotel  
[Lars Dünker](#), Derag Hotels

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[Moritz Klussmann](#), CEO, Customer Alliance  
[Alexander Schuster](#), Head of Digital, 25hours Hotel Company  
[Michael Toedt](#), Co-founder, dailypoint™

**17:00 - 18:00**

## Hospitality 2025

- How do processes in the hotel industry change due to the use of new technologies?
- Will there still be a need for personnel in the future?
- How will the expectations of different target groups change?
- Which hotel product is the promising model for holidays, which for business trips?

### Moderated by:

[David Turnbull](#), Hospitality Entrepreneur & Advisor, Board Member, techtalk.travel

### Speakers:

[Ian Di Tullio](#), SVP of Guest Services, ACCOR

[Stefan Matthiessen](#), Chief Brand Officer, Konzept Hotels

[Simone Puerto](#), CEO, Travel Singularity

[Christian Schwarz Lausten](#), EMEA Lead, Airbnb for Work

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