

AHLA **htng**  **connect** **EUROPE**  
WORLDWIDE FORUM FOR HOSPITALITY TECH

**M** HOTEL  
MANAGEMENT  
**TÊTE-À-TECH**

Manchester, UK | 29 Sept – 1 Oct



# AGENDA

## SUNDAY, 29 SEPTEMBER

14:00 – 17:30	Registration Open	Charter Foyer
18:00 – 19:30	Registration and Opening Reception	Three Little Words

## MONDAY, 30 SEPTEMBER Morning General Session

08:00 – 17:30	Registration Open	Charter Foyer
08:30 – 10:30	Tête-à-Tech 1:1 Meetings (Pre-Registration Required)	Exchange 8
09:00 – 10:00	Coffee, Tea, and Networking – <i>Exhibits Open</i>	Gallery
10:00 – 10:15	Opening Remarks	Exchange 9
10:15 – 10:45	Understanding the Digital Markets Act: Google Search in a Changing European Environment	Exchange 9
10:45 – 11:15	Navigating the Future of Algorithmic Pricing: Potential Regulatory Scrutiny in the US, UK, and EU	Exchange 9
11:15 – 11:45	Break – <i>Exhibits Open</i>	Gallery
11:45 – 12:15	European AI Regulations and the Hotel Industry	Exchange 9
12:15 – 12:30	Empowering a Greener Future: Harnessing RUCKUS One for Sustainable Networking	Exchange 9
12:30 – 13:00	EU Digital Identity Wallet: A Game-Changer for Hospitality	Exchange 9
13:00 – 14:00	Lunch – <i>Exhibits Open</i>	Gallery

## MONDAY, 30 SEPTEMBER Afternoon Breakouts

	14:00	14:45	15:15
Exchange 8		<i>Break – Exhibits Open</i>	Tête-à-Tech 1:1 Meetings (Pre-Registration Required)
Exchange 9			
Exchange 10	Fixing Payments: Pre-Charter Workgroup Meeting		Adapting to Evolving Revenue Management Demands
Exchange 11	Revolutionizing F&B Profitability in Luxury Hotels: Belmond's Tech-Driven Approach		NextGen Wireless: Transformative Innovations and Strategic Value for Hospitality

## MONDAY, 30 SEPTEMBER Afternoon Breakouts continued

	16:00	16:15	16:30
Exchange 8	Tête-à-Tech 1:1 Meetings (Pre-Registration Required)	Break – Exhibits Open	
Exchange 9			Demo Day: Tech Startup Showcase
Exchange 10			Leveraging Next-Generation Infrastructure for a Connected Hotel
Exchange 11			Enhancing Safety and Efficiency: An Introduction to Staff Alert Devices in Hotels

## MONDAY, 30 SEPTEMBER Evening Networking

17:15 – 18:00	Drinks in the Exhibit Hall	Gallery
18:00 – 19:00	RAW Changing Post-Conference Social Hour	Exchange Hall
19:00 – 21:00	AHC Evening Reception – <i>Powered by Peloton</i>	The Lawn Club

## TUESDAY, 1 OCTOBER

08:30 – 14:00	Registration Open	Charter Foyer
08:30 – 09:00	Welcome Coffee – <i>Exhibits Open</i>	Gallery
09:00 – 10:10	AI in Hospitality: Practical Applications and Innovations	Exchange 9
10:10 – 10:40	Morning Break – <i>Exhibits Open</i>	Gallery
10:40 – 11:20	Why Can't Hotels Handle Payments Like Uber?	Exchange 9
11:20 – 11:25	Sponsor Speaker – <i>Sabre</i>	Exchange 9
11:35 – 12:05	Speeding Toward the Digital Horizon: Insights from Top Hotel IT Leaders	Exchange 9
12:05 – 12:30	Break – <i>Exhibits Open</i>	Gallery
12:30 – 12:50	[CEO Interview] Cultivating Excellence: Transforming the Image of UK Hospitality	Exchange Auditorium
12:50 – 13:05	From Venue to Value: Crafting Collaborative Success	Exchange Auditorium
13:05 – 13:15	Future of Travel: Unpacking Trends for the UK Market	Exchange Auditorium
13:15 – 13:25	Know Your Customer: Anticipating Trends to Be Ahead of the Game	Exchange Auditorium
13:25 – 14:05	In Search of Hospitality Excellence: From Local Experience to Universal Inspiration	Exchange Auditorium
14:05 – 14:25	Closing Keynote: Path to 360-Degree Leadership: Being Bold in Challenging Markets	Exchange Auditorium
14:25 – 15:30	TrUCK Inn & Network	The Triangle (Outside Upper Exchange Foyer)

# SESSION DESCRIPTIONS

## MONDAY, 30 SEPTEMBER

### **Understanding the Digital Markets Act: Google Search in a Changing European Environment**

**James Byers** GOOGLE **Sharon Marshall** GOOGLE

This presentation will focus on the implications of the Digital Markets Act (DMA) for users' experience with Google Search in Europe and what that means for the wider digital ecosystem. Attend this session to gain insight into Google's perspective on this landmark piece of legislation and how it may shape the future of the global digital economy.

### **Navigating the Future of Algorithmic Pricing: Potential Regulatory Scrutiny in the US, UK, and EU**

**Caroline Hobson** COOLEY, LLP

Join us for a thought-provoking presentation on the evolving landscape of algorithmic pricing in the hotel sector. This session will dive into US, UK, and EU regulatory trends, explore potential regulatory actions, and examine the implications for hotel operators and technology providers. Don't miss this opportunity to stay ahead of the curve in an increasingly regulated market.

### **European AI Regulations and the Hotel Industry**

**Bartholomäus Regenhardt** COOLEY, LLP

Explore the evolving landscape of artificial intelligence regulations in the EU and UK and their implications for the hotel industry. This presentation will provide an overview of current regulations, potential future developments, and practical guidance on compliance in relation to AI. Attendees will gain insights into how these regulations impact AI applications in hotel operations, from guest services to data management, ensuring both legal adherence and competitive advantage.

### **EU Digital Identity Wallet: A Game-Changer for Hospitality**

**Laurent Loup** SICPA

With the groundbreaking EU Digital Identity ecosystem set to be implemented across EU in 2026, this session will describe its potential transformative impact on the digitalization of the hotel industry. Attend to learn more about upcoming implications for data privacy, efficiency, and customer experience.

### **Fixing Payments: Pre-Charter Workgroup Meeting**

**Sandy Angel** AHLA **Mike Carlo** XANDERPAY

The Payments Community of Interest has created a vision on how to remove friction from the guest payment process. This vision will now become an HTNG Workgroup, which will kick off with this in-person pre-charter workgroup meeting. If you are interested in being part of the team that solves this problem, join us for this interactive working session.

### **Revolutionizing F&B Profitability in Luxury Hotels: Belmond's Tech-Driven Approach**

**Lawrence Edwards** BELMOND

This session will highlight Belmond's innovative approach to enhancing Food and Beverage (F&B) profitability in the luxury hotel sector. By seamlessly integrating IT, Commercial, Finance, and Operations, Belmond harnesses advanced insights to significantly boost F&B revenue. They are at the forefront of advocating for 'technology parity' in F&B data, a game-changing concept traditionally applied only to room and in-house guest services. Their innovative strategies challenge outdated perceptions and position F&B as a highly profitable and immersive business aspect that balances profit while delivering 100% brand impact.

# SESSION DESCRIPTIONS CONTINUED

**MONDAY, 30 SEPTEMBER**  continued

## **Adapting to Evolving Revenue Management Demands**

---

**Cynthia Paynter** REVENUE ANALYTICS

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. Dive 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.

## **NextGen Wireless: Transformative Innovations and Strategic Value for Hospitality**

---

**Dayna Kully** 5THGENWIRELESS **Steve Namaseevayum** WIRELESS BROADBAND ALLIANCE

This insightful session features a representative from the Wireless Broadband Alliance (WBA) who will analyze the latest advancements in wireless technology and their commercial impact on the hospitality industry. With Wi-Fi being the cornerstone of guest satisfaction, attendees will discover emerging trends and opportunities to leverage wireless technologies. Learn how to enhance guest personalization, streamline operations, and drive business growth with next generation wireless innovations.

## **Demo Day: Tech Startup Showcase**

---

**Joshua Ryan-Saha** TRAVELTECH FOR SCOTLAND

Innovation in hospitality technology is more important than ever. To meet the needs of switched-on travelers, the growing demand for sustainable operations, and the profit expectations of owners, we must encourage and support innovation, including startups that are keen to help. At today's showcase, we will hear from innovative startups seeking your feedback and attention as they try to succeed in a very challenging industry.

## **Leveraging Next-Generation Infrastructure for a Connected Hotel**

---

**Greg Dawes** ADVANCED MEDIA TECHNOLOGIES

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

## **Enhancing Safety and Efficiency: An Introduction to Staff Alert Devices in Hotels**

---

**David Sjolander** AHLA (MODERATOR)

**Christophe Ameline** NOMADIX **Richard Eastburn** ASSA ABLOY **Fiona Moloney** HALOSOS

This panel discussion will explore the essential role of staff alert devices in modern hotel operations. Attendees will gain insights into various staff alert systems, their key features, and benefits for enhancing both staff safety and operational efficiency. Industry experts will share best practices, real-world examples, and implementation tips to help hotel managers and IT professionals integrate these technologies into their properties effectively. Whether improving staff safety, streamlining communication, or complying with emerging regulations, this session will equip you with the knowledge to navigate the rapidly evolving landscape of hotel staff alert systems.

# SESSION DESCRIPTIONS

CONTINUED

## TUESDAY, 1 OCTOBER

### AI in Hospitality: Practical Applications and Innovations

---

**Tristan Gadsby** ALLIANTS (MODERATOR) **Marco Correia** MERCAN PROPERTIES **Sean Seah** LANGHAM HOSPITALITY GROUP  
**Sanjay Sharma** ORASCOM HOTELS MANAGEMENT **Darren Sweetland** MOLLIE'S

Explore the transformative impact of AI on the hospitality industry with an expert panel. Real-world examples of AI applications currently in use at hotels will be highlighted, showcasing how AI enhances guest experiences, streamlines operations, and drives efficiency. Gain valuable insights from industry leaders on the practical uses of AI and learn how to integrate these cutting-edge technologies into your operations to remain competitive in the hospitality landscape.

### Why Can't Hotels Handle Payments Like Uber?

---

**Pascal Burg** EDGAR, DUNN & COMPANY (MODERATOR) **Sjoerd Brouwer** MANDARIN ORIENTAL HOTEL GROUP  
**Mike Carlo** XANDERPAY **Manika Singh** PLANET **Riko van Santen** KEMPINSKI HOTELS

Engage in a dynamic panel discussion featuring top hotel technology executives as they address the challenges preventing hotels from achieving Uber-like payment simplicity. This session will dive into the complexities of modernizing payment processes, including technological hurdles, operational barriers, and the vital importance of data security. Gain actionable insights and strategies to transform payment systems in the hospitality industry and enhance the overall guest experience.

### Speeding Toward the Digital Horizon: Insights from Top Hotel IT Leaders

---

**Joshua Ryan-Saha** TRAVELTECH FOR SCOTLAND (MODERATOR)

**Liz Dixon** AIMBRIDGE HOSPITALITY **Andrew Jacques** KLARENT HOSPITALITY

**Sean Seah** LANGHAM HOSPITALITY GROUP **Sanjay Sharma** ORASCOM HOTELS MANAGEMENT

This panel discussion will feature senior IT executives from four leading hotel chains. These industry experts will share their insights, challenges, and successes 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 in the competitive hospitality market. Discover how these forward-thinking leaders are shaping the future of hospitality through strategic technological advancements and collaborative industry partnerships.

### [CEO Interview]

### Cultivating Excellence: Transforming the Image of UK Hospitality

---

**Stephen Cassidy** HILTON **Kate Nicholls** UKHOSPITALITY **Winston Zahra** TROO HOSPITALITY

Does the hospitality industry need a rebrand to improve its reputation and attract talent? Industry trailblazers share insights on the transformative power of culture in hospitality and the crucial role of inspirational leadership in enhancing the industry's reputation.

# SESSION DESCRIPTIONS

CONTINUED

**TUESDAY, 1 OCTOBER**  continued

## **From Venue to Value: Crafting Collaborative Success**

**Lori Hoinkes** MANCHESTER CENTRAL CONVENTION CENTRE **Paul Miller** QUESTEX

Explore how dynamic event venues impact the local economy, drive business for hotels and restaurants, and stimulate the real estate investment environment. Learn about successful partnerships with the local community and international brands, and gain practical insights into how hospitality businesses can leverage event-driven opportunities and align their strategies for greater success.

## **Future of Travel: Unpacking Trends for the UK Market**

**David Goodger** OXFORD ECONOMICS

Discover the evolving landscape of domestic vs. international travel, key source markets, and how shifts in demand composition are affecting destinations across the UK. Explore insights on visitor numbers, nights spent, and spending habits, highlighting shifts in average stay duration, and the impact of rising costs.

## **Know Your Customer: Anticipating Trends to Be Ahead of the Game**

**Flavio Leoni** BOOKING.COM

In this data-driven analysis of consumer trends, discover the latest insights on consumer behaviours, preferences, and requirements affecting the UK hospitality market throughout the whole customer journey from booking flights to choosing hotels, experiences, and restaurants, to better align your strategies with evolving customer needs.

## **In Search of Hospitality Excellence: From Local Experiences to Universal Inspiration**

**Sacha Lord** GREATER MANCHESTER **Gavin Makel** MANCHESTER CITY FOOTBALL CLUB

**Joe Stather** QUESTEX **Matt Townley** DAKOTA HOTELS

Join Manchester's nightlife guru Sacha Lord and guests as they guide us through his favourite spots in the city, from a trendy pub to coolest food hall, hotel and events venue. Discover the secrets behind their success and gain invaluable leadership insights from the industry's finest. Prepare to be inspired by the passion and dedication that define Manchester's hospitality scene, and to learn some business takeaways from their experiences.

## **Closing Keynote:**

## **Path to 360-Degree Leadership: Being Bold in Challenging Markets**

**Luke Johnson** RISK CAPITAL LIMITED **Jonathan Langston** QUESTEX

In a candid interview, hospitality entrepreneur and investor Luke Johnson discusses his involvement in businesses ranging from Pizza Express to Gail's to Elegant Hotels to Channel 4 TV. Having spent over 40 years backing consumer brands across food and drink, travel, leisure and entertainment, Luke will discuss his wins and losses and his view of the opportunities ahead. A conversation to inspire you to new horizons.

# THANK YOU SPONSORS

alliants

Arribatec.  
hospitality

  
BLASTNESS  
GROWING YOUR BUSINESS

 CANARY  
TECHNOLOGIES



  
Elavon

 esferize  
Get connected to the future

HPE aruba  
networking

 LG | Business  
Solutions

  
NOMADIX®

 NONIUS™

PROCELL®  
InSite

 RUCKUS®  
COMMSCOPE

Sabre®

  
Sertifi

 Sweeply

 THREATSPIKE

 tp-link

xn  
POS