



HICON

Hicon Agenda

HOSPITALITY INNOVATION CONFERENCE | December 5th, 2019 - Talent Garden Calabiana, Milan



The HICON logo is centered at the top of the slide. It features the word "HICON" in a bold, italicized, dark blue sans-serif font. The background of the entire slide is a vibrant yellow, decorated with a pattern of thin, light yellow lines radiating from the center. Several thicker lines in magenta, dark blue, and white are scattered across the yellow background, some intersecting the central dark blue band.

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Visionary Hall

*Speeches in this hall include a translation

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Morning sessions

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	Speaker	Speech Title
09.00 - 09.30	Arianna Porcelli Safonov	Opening Monologue: Deontologia del turista nel millennio digitale
09.30 - 09.40	Mirko Lalli	Opening Hicon
09.40 - 09.50	Giancarlo Carniani	Opening Hicon
09.50 - 10.00	Coffee Break	
10.00 - 10.25	Walter Lo Faro	Una piattaforma tecnologica per semplificare e personalizzare l'online travel
10.25- 10.35	Coffee Break	
10.35- 11.05	Daniel Krisch	Artificial Intelligence for a better Hotel Guest Experience?
11.05- 11.30	Coffee Break	
11.30- 12.00	Scott Yu	Big Data Revolution: The Next Generation of <u>Trip.com</u>
12.00- 12.30	Olaf Slater	"The evolving definition of travel retail"
12.30- 13.00	Chris Miller	Il caso Blue Lagoon: come creare una destinazione grazie all'experience design
13.00 - 13.50	Buffet Light Lunch	

Afternoon sessions

	Speaker	Speech Title
13:50 - 14:05	Paolo di Trapani	The hospitality of the universe
14:05 - 14:30	Francesca Benati	Online R-Evolution
14:30 - 14:40	Coffee Break	
14:40 - 15:00	Meng-Mei Maggie Chen	Customer Centric Defined in a Hotel Setting
15:00- 15:30	Constance Lambert	Winnow and AI: How technology is used to fight food waste globally
15:30- 15:40	Coffee Break	
15:40- 16:00	Giorgio Soffiato	La digital strategy tra food e turismo
16:00- 16:20	Rory Griffin	Past, Present & Future: The evolution of hotel lock technology and the guest access experience
16:20- 16:40	Coffee Break	
16:40- 17:00	Monte König	The Human Side of New Tech
17:00- 17:20	Maksim Izmaylov	The new digital economy for the travel industry
	Clément Lesaege	How to solve disputes in the travel industry after we've removed the middleman?
	Luca De Giglio	I portali di prenotazione del nuovo internet

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Innovation Hall

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Morning Sessions

	Speaker	Speech Title
10:00 - 10:25	Jirka Helmich	Innovation in Hospitality - it's Time we are Bold with Tech
10:25 - 10:35	Coffee Break	
10:35 - 11:05	Damiano Zennaro	Revenue Management in the age of Convergence
11:05 - 11:30	Coffee Break	
11:30 - 12:00	Florian Montag	A Hotels Digital DNA
12:00 - 12:30	Armin ZadakBar	Humanizing the Digital World - Hospitality Industry
12:30 - 13:00	Giovanna Manzi	Hey Hotel: il voice come nuova frontiera nell'ospitalità
13.00 - 13.50	Buffet Light Lunch	

Afternoon Sessions

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	Speaker	Speech Title
14:10 - 14:20	Alexandra Becker	Come semplificare le operazioni alberghiere e la comunicazione interna?
14:20 - 14:40	Giulia Brusco	Loyalty program: nuovo modo per fidelizzare i clienti e guadagnare di più! La rivoluzione arriva dalla Blockchain
14:40 - 14:50	Coffee Break	
14:50 - 15:10	Juanjo Rodriguez	Make tangible the intangible and inspire imagination in hotel website visitors
15:10 - 15:30	Simone Colombo	Come trasformare i soggiorni in "ritorni"
15:30 - 15:40	Coffee Break	
15:40 - 16:00	Jerome Lassara	GREET: Give a second Life to your hotel
16:00 - 16:20	Osvaldo Mauro	Aumenta la profittabilità e la sostenibilità con l'allocazione predittiva dell'inventario
16:20 - 16:40	Coffee Break	
16:40 - 17:00	Antonio Miano	Hotel Innovation Tech: le 5 più importanti innovazioni tecnologiche che stanno cambiando il mondo dell'ospitalità
17:00 - 17:20	Nicola Delvecchio	Come creare un albergo innovativo: innovazione nel prodotto, nel servizio nel design



Technology Lab

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Daily Sessions

	Speaker	Speech Title
10.00 - 10.30	Luca De Giglio	Introduzione sulla Blockchain in Travel
10.30 - 11.00	Marco Croffa	La parte sexy della Blockchain che non conosci
11.00 - 11.15	Coffee Break	
11.15 - 11.45	Daniele Pregnolato	Bitcoin, massimizzare il marketing con incassi a commissioni e rischio zero
11.45 - 12.15	Luca De Giglio	I portali di prenotazione del nuovo internet
12.15 - 12.45	Maksim Izmaylov	The new digital economy for the travel industry
12.45 - 13.00	Luca De Giglio	Q&A generale su Blockchain in Travel
13.00 - 14.00	Buffet Light Lunch	
14.00 - 14.30	Luca De Giglio	Workshop: entra nella Blockchain. Scarica l'App Origin Protocol e guadagna Token
14.30 - 15.00	Michele Cignarale	War games, la blockchain e la 127 rossa di mio padre
15.00 - 15.30	Luca De Giglio	Workshop: ricevi Bitcoin in regalo!
15.30 - 16.00	Clément Lesaege	How to solve disputes in the travel industry after we've removed the middleman?
16.00 - 16.15	Coffee Break	
16.15 - 17.00	Luca De Giglio	Discussione aperta su Blockchain in Travel

The background of the entire image is a dark blue field filled with numerous thin, light blue lines radiating outwards from the center, creating a starburst or explosion effect. Interspersed among these are several thicker, solid-colored lines in yellow, pink, and white, also radiating from the center. The HICON logo is positioned in the center of this pattern.

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