



31 MARCH - 2 APRIL | PALMA, MALLORCA, SPAIN

PAN EMEA CONVENTION AGENDA



DATE: MONDAY, MARCH 31ST 2025



TIME: 12:00 - 21:00

TIME	TOPIC	SPEAKER
12:00 - 13:00	Lunch at Marketplace	
Regional Meetings start - General updates by the Leadership Team		
13:00 - 13:05	Welcome	
13:05 - 13:20	Opening by Ron Pohl	President of International Operations & WorldHotels
13:20 - 13:50	General update EMEA	Wytze Vandenberg VP, International Ops EMEA
13:50 - 14:20	Update Development EMEA	Stefan Dubbeling Managing Director Development EMEA
14:20-15:00	EPC /Human Trafficking / Design Hotelier Awards based on 2024 performance	Saija Kekkonen Managing Director Brand Management & Hotel Services
15:00 - 15:30	Coffee break at Marketplace	
The Power of Three, Sales, Revenue and Marketing		
15:30 - 17:00	Unlock the secrets behind our Commercial Team's success in boosting hotel revenue across EMEA. Join us to explore the power of three and the party theory and stay for an exclusive panel with our leaders who will reveal how we collaborate to drive more business to your hotels.	Neville Graham Managing Director Commercial Operations EMEA Nadia Hamdan Senior Manager Marketing EMEA Belinda van der Molen Director Revenue & Distribution EMEA Tanja Launer Sr. Director Marketing, BWH Hotels EMEA & WorldHotels Carolina Justribo Moreu Director of Sales EMEA Evelien Kunst Sales Director EMEA
19:00 - 21:00	Welcome Cocktail Event at Hotel Palma Bellver (Transportation Available)	



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DATE: TUESDAY, APRIL 1ST 2025



TIME: 09:00 - LATE

TIME	TOPIC	SPEAKER
Regional Workshops		
09:00 - 10:00	Because We Care Clean Interactive Workshop	Kamila Marat, and Suzanne Wannigen, Directors of Brand Management & Hotel Services, EMEA
10:00 -12:00	Sales, Revenue & Distribution Panel Engaging discussions with BWH Hotels PDR EMEA experts on key trends, challenges, and growth strategies in sales, revenue management, and distribution.	Belinda van der Molen, Director Revenue & Distribution, Carolina Justribo Moreu, Director of Sales EMEA, John Connellan, Senior Manager, Revenue & Distribution & Evelien Kunst, Sales Director EMEA
12:00 - 13:45	Lunch at Marketplace	
13:00 - 14:00	Warm up	Cory
14:00-14:15	Opening, Welcome	European Presidents
14:15 - 14:40	BWH Global Brand Overview	Larry Cuculic President & CEO
14:40 - 15:05	BWH International Operations Overview	Ron Pohl President, International Operations & WorldHotels
15:05 - 15:30	Marketing Overview	Joelle Park SVP, Chief Marketing Officer
15:30 - 16:15	Break at Marketplace	
16:15 - 17:00	ESG Panel Moderated by Sara Digiesi	Leandry Moreno, Programme Officer, UN Tourism Glenn Mandziuk, CEO, WSHA Kelsey Frenkiel, Director, Sustainable Program, GBTA Via Video: Zoritz Urosevic, Executive Director, UN Tourism
17:05 - 17:55	European CEO Panel Moderated by Ron Pohl	European CEOs
20:00	Dinner at Pueblo Español Mallorca (Transportation Available)	



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DATE: WEDNESDAY APRIL 2ND 2025



TIME: 9:00 - 12:40

TIME	TOPIC	SPEAKER
09:00 - 09:15	Start of day 2 - Pan EMEA Meeting continues	Cory
09:15 -10:00	Keynote Speaker: Sales	Kelly Kuhn - Executive expert in transformation, digital strategies, growth, & boosting customer and employee engagement
10:00 - 10:20	STR economic numbers YTD February numbers as well as an outlook for 2025	Sarah Duignan Director, Client Relationships – STR UK
10:20 - 11:00	Break at Exhibition Area	
11:00 - 11:35	Keynote Speaker: AI, Artificial Intelligence	Emmanuel Vivier, International expert in digital transformation and digital marketing
11:35-12:25	Keynote speaker: Service Culture - A diamond in the rough'	Steven van Belleghem
12:25	Closing, Farewell, Thank you	European Presidents
12:40	Lunch at Exhibition Area	

Please note that this may be subject to change or updated with additional details closer to the event.