



2025 Pan European Convention Agenda

All events will take place at the Palma Congress Center unless otherwise noted.

Sunday, 30 March

ALL ORGANIZATIONS

16:00 – 18:00 Registration Desk Open

Monday, 31 March

ALL ORGANIZATIONS

8:00 – 18:00 Registration Desk Open

8:00 – 9:00 Welcome Coffee

10:00 – 17:00 Marketplace Open

CENTRAL EUROPE

9:00 – 13:00 Central Europe National Conference

10:30 – 11:00 Break in Marketplace

13:00 – 14:30 Lunch in Marketplace

14:30 – 16:30 Worldcafé Sessions

20:00 – 23:00 Central Europe National Dinner
(Offsite – Chateau Vino de la Isla)

EMEA PDR

12:00 – 13:00 Lunch in Marketplace

13:00 – 17:00 EMEA PDR National Conference

15:00 – 15:30 Break in Marketplace

19:00 – 21:00 EMEA PDR Cocktail Reception (Hotel Palma Bellver)



Monday, 31 March Continued

FRANCE

9:00 – 10:30	Semi-plénière “Optimisez votre distribution & vos revenus”
11:15 – 12:00	Ateliers: • F&B&E : Exploitez tout le potentiel de votre hôtel : F&B&E, Restaurants et Bien-être • ého, l'école hôtelière : Former pour performer !
12:00 – 13:45	Déjeuner sur la Marketplace
16:15 – 17:00	Ateliers: • BWH Développement • “Cybersécurité : Préparez vous pour le futur !
20:00 – 0:00	France National Dinner (Son Amar)

GREAT BRITAIN

10:00 – 12:00	Great Britain National Conference
12:15 – 13:00	Workshops: • Maximize agent potential: Unlocking peak performance • Getting the most from your Digital Channels
13:00 – 14:00	Lunch in Marketplace
14:00 – 14:45	Workshops: • Maximize agent potential: Unlocking peak performance • Getting the most from your Digital Channels
15:00 – 17:00	Great Britain National Conference
19:00 – 23:30	Great Britain National Dinner (Offsite – Bahía Mediterraneo)

ITALY & MALTA

10:00 – 12:00	Guided tour of the city of Palma (*optional activity, to be booked)
12:30 – 14:00 p.m.	Lunch in Marketplace
14:30 – 18:00	Italy National Conference
16:00 – 16:30	Break in Marketplace
20:00 – 0:00	Italy National Dinner (Offsite – Hotel Melia Palma Marina)



Monday, 31 March Continued

SCANDINAVIA

9:30 – 12:30	Scandinavia National Conference
10:45 – 11:15	Break in Marketplace
12:30 – 14:00	Lunch in Marketplace
19:00 – 22:30	Scandinavia National Dinner (Offsite – BALNEARIO ILLETAS, Beach Club Mallorca)

Tuesday, 1 April

ALL ORGANIZATIONS

8:00 – 18:00	Registration Desk Open
8:00 – 9:00.	Welcome Coffee
10:00 – 17:00	Marketplace Open
14:00 – 15:30	Pan European General Session • BWH Updates from Larry Cuculic, President & CEO, Ron Pohl, Sr. Vice President International Operations & WorldHotels, & Joelle Park, Sr. Vice President & Chief Marketing Officer
15:30 – 16:00	Break in Marketplace
16:00 – 18:00	Pan European General Session • Environmental, Social, Governance Panel • International CEO Panel
20:00 – 0:00	Group Dinner Event (Offsite Pueblo Espanol)
0:00 – 2:00	After Party (Offsite Pueblo Espanol)

CENTRAL EUROPE

9:00 a.m. – 13:00	Central Europe National Conference
10:00 – 10:30	Break in Marketplace
13:00 – 13:45	Lunch in Marketplace
14:00 – 18:00	Join Pan European General Session



Tuesday, 1 April Continued

EMEA PDR

9:00 – 10:00	Because We Care Clean Interactive Workshop
10:00 – 12:00	Sales, Revenue & Distribution Panel
12:00 – 1:45	Lunch in Marketplace
14:00 – 18:00	Join Pan European General Session

FRANCE

9:30 – 12:30	Plénière française
12:30 – 13:45	Déjeuner sur la Marketplace
12:30 – 13:45	Lunch – Club Développement BWH Hotels France (by invitation only)
14:00 – 18:00	Join Pan European General Session

GREAT BRITAIN

9:30 – 13:15	Great Britain National Conference
10:45 – 11:00	Break in Marketplace
13:15 – 13:45	Lunch in Marketplace
14:00 – 18:00	Join Pan European General Session

ITALY & MALTA

9:00 – 12:30	Italy National Conference
10:30 – 11:15	Break in Marketplace
12:30 – 13:45	Lunch in Marketplace
14:00 – 18:00	Join Pan European General Session

SCANDINAVIA

12:00 – 13:45	Lunch in Marketplace
14:00 – 18:00	Join Pan European General Session



Wednesday, 2 April

ALL ORGANIZATIONS

8:00 – 13:00	Registration Desk Open
8:00 – 9:00	Welcome Coffee
9:00 – 10:30	Pan European General Session • Fireside Chat – Sales & Distribution • STR Updates
10:30 – 11:00	Break
11:00 – 12:45	Pan European General Session • Keynote Presentation – AI • Keynote Presentation – Service Culture
12:45 – 13:00	Lunch Buffet

ITALY & MALTA

13:00 – 14:30	Italy National Lunch
---------------	----------------------

FRANCE

14:00 – 14:45	Ateliers • Perspectives par Segments Sales • Développer votre visibilité pour booster votre business
14:00 – 17:00	Assemblée Générale

END OF CONFERENCE