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HOSPITALITY CONFERENCE

AGENDA

30th October 2025
Meliá Milan



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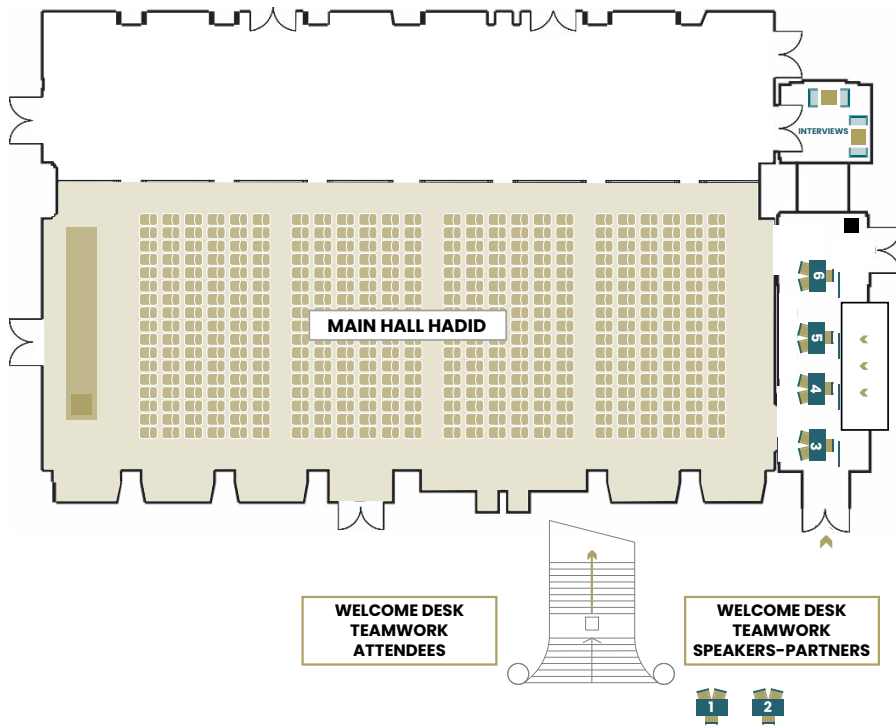
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www.luxuryhospitalityconference.it

GROUND FLOOR

WELCOME DESK & MAIN HALL HADID



1 Press Desk - Basilare

2 Suite

3 My Forecast

4 Luxury Event by TTG

5 Hoxell

6 EFN Communication

7 Bertolotto Porte

8 Integra Fragrances

9 Serenissima Informatica

10 Maurel

11 Bellantoni

12 Concreta

13 Blastness

14 Salto Systems

15 Prima

16 Simmons

17 Preformati Italia

18 Cinq Mondes Finmark

19 ReGuest

20 Rivolta Carmignani

21 Unopiù

22 La Bottega

23 Fragrart

24 Orio Team

25 Microdevice

26 WDRINK

27 Domori

28 ARQ Estintori

29 HCS by Airvent

30 Weforguest

31 Palais de Thés

32 ABK Group

33 Bonfante-Room48

34 Concierge Digitale

35 Daikin

36 WORLDHOTELS

37 Relactions

38 Technogym

39 Ginori 1735

40 Martellato

41 Villeroy & Boch

42 Amonn

43 BUGATTI

44 STS Hotel

45 Varaschin

46 Biova

47 Acetaia Giusti

48 Modbar

49 4Stores

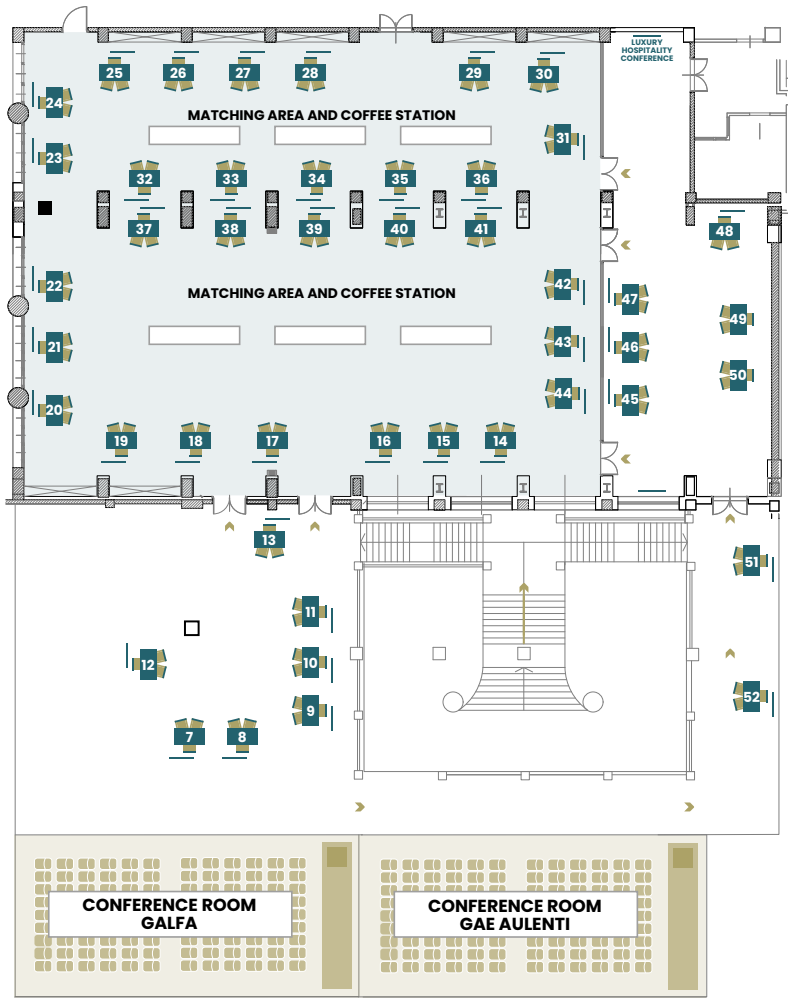
50 Liuni

51 Hospitality Riva

52 HotelMyPassion - we:ll

FIRST FLOOR

MATCHING AREA, COFFEE STATION, CONFERENCE ROOM GALFA,
CONFERENCE ROOM GAE AULENTI





Simultaneous Translation Service (ITA-ENG / ENG-ITA)

8:00 am - 9:20 am | Participant Registration and welcome coffee

09:20 am | **Welcome to Luxury Hospitality Conference 2025.**

09:30 am | **Mauro Santinato**, CEO - Teamwork



09:30 am | **Luxury beyond boundaries: market scenarios and prospects**

10:15 am | **Stefania Lazzaroni**, General Manager - Altagamma

Mehdi Benabadji, CEO - Ginori 1735

Elisabetta Fabri, President & CEO - Starhotels Group, President - Confindustria Alberghi

Gianluca Valsesia, Sales Director and Brand Ambassador - Gessi

Maurizio Zanella, Founder and Chairman - Ca' del Bosco

Moderator: **Cristina Mottironi**, Head Tourism Major MSc ACME - Bocconi University

10:15 am | **Generations of leadership: visions in dialogue for the future of Luxury segment in hospitality industry.**

11:00 am



Ezio Indiani, General Manager - Hotel Principe di Savoia Milan

Diego Roggero, General Manager - Portrait Milano | Lungarno Collection

Claudio Ceccherelli, Director of Operations - LVGH Management

Licinio Garavaglia, General Manager - Aman Venice

Moderator: **Maddalena Fossati Dondero**, Director and Head of Content - La Cucina Italiana and Condé Nast Traveller Italia

11:00 am | **Building the future: insights from leading investors in Luxury Hospitality.**

11:30 am | **Mario Ferraro**, CEO - Smeralda Holding Group

Flavio Bucciarelli, Vice Chairman - Qarlbo Hospitality

Hugo Pizzinini, Owner & Managing Director - Aman Rosa Alpina

Moderator: **Giorgio Ribaudo**, Managing Director - THREND5

11:30 am - 12:00 pm | Coffee Break & Networking

12:00 pm | **High-end experiences in a changing world: perspectives from global leaders.**

12:20 pm | **Lindsey Ueberroth**, CEO - Preferred Hotels & Resorts



Moderator: **Filip Boyen**, Luxury Hospitality Advisor, Ambassador - Forbes Travel Guide; Head of Hospitality - Orient Express Italy; Co-founder - Hotelworld AI

12:20 pm | **Beyond experience: marketing & communication trends in high-end travel.**

01:05 pm | **Laurent Delporte**, Editorialist and Expert hotel sector strategist - Delporte Hospitality

Nicolas Fissendjidis, Managing Director - The Orange Studio

Liv Gussing Burgess, Founder & Managing Director - Luxury Hospitality Consulting

David Grossniklaus, Owner - LHA Luxury Hospitality Advisory

Jana M. Enders, Brand & Communication Strategist - Unikateur

Moderator: **Filip Boyen**, Luxury Hospitality Advisor, Ambassador - Forbes Travel Guide; Head of Hospitality - Orient Express Italy; Co-founder of Hotelworld AI



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01:05 pm – 02:20 pm | Lunch & Networking

02:20 pm
–
03:10 pm



Designing future-ready business models. Seven paradigm shifts in the way we compete.

Fernando G. Alberti, Principal Associate for Europe – Porter Development Initiative LLC

03:10 pm
–
03:55 pm



The new luxury travel experience: personalization, authenticity, strategies. 2025 industry insights.

Andrea Grisdale, CEO & Founder – IC Bellagio

Jack Ezon, Founder & Managing Partner – Embark Beyond

Vanessa McGovern, SVP, Partner Product, Marketing and Events – Global Travel Collection

Astrid Oberhummer, CEO & Founder – Lobster Experience & loop luxury fair

Moderator: **Roberto Gentile**, Editor & Newsletter Director – Network News

03:55 pm
–
04:40 pm



Redefining hospitality excellence: four women, four visions of Luxury Hospitality.

Doris Hecht, General Manager – W Florence

Elodie Lacroix, General Manager – Soho House & Co

Eva Codina Candelich, General Manager – Casa di Langa (CN)

Alessia Meli, COO – Ginobbi Group

Moderator: **Erika Fay Nicole**, CEO and Founder – EFNcommunication

04:40 pm
–
05:20 pm



Building excellence: the impact of Human Capital in hospitality industry.

Paola Iemmallo, Area Director of People & Culture – Hotel Principe di Savoia and Hotel Eden

Babila Bruni, Cluster Director People & Culture – Mandarin Oriental Hotel Group

Fausto Ciarcia, Regional Director of Human Resources (CE) – Hilton Worldwide

Markus Venzin, CEO – EHL Group

Moderator: **Massimiliano Sarti**, Chief Editor – The Bulletin | THRENDS

05:20 pm
–
05:30 pm



Closing Remarks

Mauro Santinato, President – Teamwork

05:30 pm | Aperitif & Networking

8:00 am – 9:20 am | Participant Registration and welcome coffee

09:20 am | **Welcome to Luxury Hospitality Conference 2025.**

09:30 am | **Laura F. Verdi**, Architect and Editorial Director – we:ll magazine



09:30 am | **What's luxury today? Art of elegance and timeless design. Beyond aesthetics. Between modernity and tradition.**

10:50 am



Paola Cattarin, Director – Zaha Hadid Architects

Claudia Campone, Founder & Director – THiRTYONE Design + Management

Yasmine Mahmoudieh, Architect, Interior Designer, Tech-entrepreneur – Yasmine Mahmoudieh Design

Giuseppe Varsavia, Founder Architect and Managing Director – De.Tales

Daniela Baldo, Founding Partner | COO – Studio Marco Piva

Federico Spagnulo, Founding Partner – Spagnulo & Partners

Moderator: **Laura F. Verdi**, Architect and Editorial Director – we:ll magazine

10:50 am | **Stars of luxury: the future of Fine Dining in high-end hospitality**

11:30 am



Davide Oldani, Chef & Owner – D'O e OLMO Restaurant | San Pietro all'Olmo – Cornaredo (MI)

Raffaele Alajmo, CEO and maître des lieux – Alajmo Group

Ciccio Sultano, Chef – Duomo Restaurant | Ragusa

Moderator: **Dany Stauffacher**, CEO & Founder – Sapori Ticino – Saveurs Agency

11:30 am – 12:00 pm | Coffee Break & Networking

12:00 pm | **Beyond the Hotel: crafting hospitality in unique and iconic places**

12:45 pm



Anja Krenzel, Chief Operating Officer – Monteverdi Tuscany

Manfredi Rizzuto, Owner – Susafa

Stefano Liotta, Entrepreneur, Advisor, Investor | Founder, Casina Cinquepozzi

Cinzia Primatesta, CEO, Cannavacciuolo Group

Moderator: **Elisabetta Canoro**, Head of Hospitality – Identità Golose

12:45 pm | **The rise of Luxury Serviced Apartments.**

01:05 pm



Ines Bovone, Partner – COIMA Image

Moderator: **Eugenia Pronzati**, Co-founder & Host – The Blue Corner Hospitality Media

01:05 pm – 02:20 pm | Lunch & Networking

02:20 pm | **From vineyard to glass: creating bespoke wine experiences in Luxury Hospitality.**

03:00 pm



Danilo Guerrini, General Manager – Borgo San Felice Resort
Francesca Planeta, President – Planeta Estate
Vittoria Ferragamo, Sustainability and Special Projects Manager – Il Borro

Moderator: **Gabriele Principato**, Journalist – Corriere della Sera

03:00 pm | **Leading with passion and vision: women at the heart of Hospitality.**

03:40 pm



Mariella Organi, Owner – Madonnina del Pescatore (AN)
Marta Presciutti, Quality & Development Manager – Anantara Palazzo Naiadi Rome Hotel
Mimosa Misasi, Founder & CEO – Mimosa Milan and Craving for Catering

Moderator: **Andrea Sinigaglia**, Hospitality Education Consultant

03:40 pm | **Tradition, innovation, legacy: family businesses facing the challenge of generational transition.**

04:20 pm



Giovanna Gregori, Executive Director and Board Member – @AIDAF – Italian Family Business
Silvia Quagliotti, President & CEO – Quagliotti Spa
Eleonora Peretti, Project Manager – Quagliotti Spa

04:20 pm | **Service beyond expectations: mastering 5-star standards in hotels**

04:50 pm



Cecilia Cianfanelli, Consultant & trainer – Teamwork

04:50 pm | **The future of Luxury Hospitality: emerging trends shaping the industry**

05:20 pm



Nicola Delvecchio, Strategic Hospitality Consultant – Teamwork

05:20 pm | **Closing Remarks**

05:30 pm



Laura F. Verdi, Architect and Editorial Director – we:ll magazine

05:30 pm | Aperitif & Networking



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8:00 am – 9:20 am | Participant Registration and welcome coffee

09:20 am **Welcome to Luxury Hospitality Conference 2025.**

– 09:30 am **Andrea Agazzani**, Consultant & Trainer – Teamwork



09:30 am **The new digital traveler: the future of search and digital advertising in luxury**
– 09:50 am **hospitality.**



Annalisa Ballaira, CEO & Founder – Relactions

09:50 am **The Artisans of Emotion: Crafting the Future of Hospitality.**

– 10:10 am **Liv Gussing Burgess**, Founder & Managing Director – Luxury Hospitality Consulting



10:10 am **Evolving Luxury: new challenges for tomorrow's hospitality industry**

– 11:10 am



Antonello Cocco, General Manager – W Sardinia – Poltu Quatu
Benedikt Jaschke, Senior Vice President Operations – Orient Express
Stefano Noviello, Former GM and Director of development – PH Hotel
Roberto Protezione, General Manager – Castelfalfi
André Buldini, Pre-Opening General Manager – Six Senses Hotels Resorts
Spas Milan

Moderator: **Andrea Dori**, Head of Hospitality and Luxury Hospitality Business
Development – Herita Marzotto Wine Estates SpA

11:10 am **Luxury doesn't build itself: the new reality of hotel development.**

– 11:30 am **David Grossniklaus**, Owner – LHA Luxury Hospitality Advisory



11:30 am – 12:00 pm | Coffee Break & Networking

12:00 pm **Behind the curtain: where Innovation shapes the art of invisible Luxury**

– 12:20 pm **Gianni Buonsante**, Owner & CEO – Ingenia Direct



12:20 pm **REPORT PRESENTATION.**
– 12:40 pm **Luxury hotel performance in Italy: insights from the new 2025 Report.**



Giorgio Ribaudo, Managing Director – THRENDS

12:40 pm **Luxury Hospitality in Italy: data-driven strategies for outstanding results.**

– 01:05 pm **Andrea Delfini**, Founder and CEO – Blastness





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01:05 pm – 02:20 pm | Lunch & Networking

02:20 pm | **Building Brands That Breathe – Hospitality Identities Rooted in character.**

02:40 pm | **Jana M. Enders**, Brand & Communication Strategist – Unikateur



02:40 pm | **5 Strategic Marketing Priorities for Luxury Hospitality Brands in 2026.**

03:00 pm | **Nicolas Fissendjidis**, Managing Director – The Orange Studio



03:00 pm | **The crossroad between Luxury Retail and Luxury Hospitality: blending worlds to elevate experiences in the new era of Luxury.**

03:30 pm



Gérald Lampaert, Founder, Owner and Chief Executive Officer – VERTU Hospitality, Hotels and Resorts

03:30 pm | **Personal awareness and emotional intelligence as pillars of exceptional hospitality.**

03:50 pm



Laurent Delporte, Editorialist and Expert hotel sector strategist – Delporte Hospitality

03:50 pm | **The art of Leadership in luxury hospitality: inspiring teams for unmatched guest experiences.**

04:20 pm



Antonio Miano, Consultant & trainer – Teamwork

04:20 pm | **SROI: the new strategic reference for the evolution of hotels.**

04:40 pm | **Giorgio Caire di Lauzet**, Founder and CEO – Dream&Charme



04:40 pm | **The importance of ESG factors for the luxury hospitality sector as a competitive leverage.**

05:00 pm



Fabio Giuffrida, Sustainability Director – Deloitte Sustainability

05:00 pm | **Closing Remarks**

05:15 pm | **Andrea Agazzani**, Consultant & trainer – Teamwork



05:30 pm | Aperitif & Networking

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EHL Group



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Preferred Hotels
& Resorts



GÉRALD LAMPAERT
VERTU Hospitality,
Hotels and Resorts



LAURENT DELPORTE
Delporte
Hospitality



JACK EZON
Embark Beyond



FLAVIO BUCCIARELLI
Qarlbo Hospitality



MANFREDI RIZZUTO
Susafa



STEFANO LIOTTA
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Mandarin Oriental
Hotel Group



ANDREA GRISDALE
IC Bellagio



MEHDI BENABADJI
Ginori 1735



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The Orange Studio



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Italian Family Business



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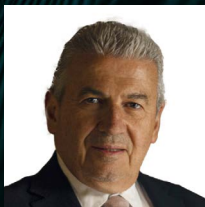
DIEGO ROGGERO
Portrait Milano



EZIO INDIANI
Hotel Principe di Savoia
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STEFANO NOVIELLO
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Mimosa Milan and
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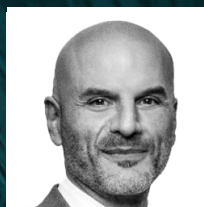
JANA M. ENDERS
Unikateur



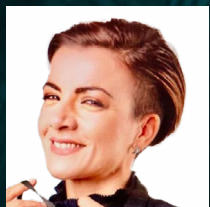
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Casa di Langa



VITTORIA FERRAGAMO
Il Borro



DANILO GUERRINI
Borgo San Felice
Resort



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Six Senses Hotels Resorts
Spas Milan



ANJA KRENZEL
Monteverdi Tuscany



MARIELLA ORGANI
Madonnina
del Pescatore



FEDERICO SPAGNULO
Spagnulo & Partners



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Studio Marco Piva



GIUSEPPE VARSAVIA
De.Tales



YASMINE MAHMOUDIEH
Yasmine Mahmoudieh
Design



GIANNI BUONSANTE
Ingenia Direct



ELEONORA PERETTI
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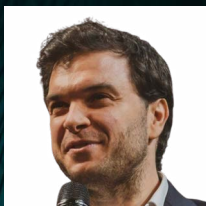
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Forbes Travel Guide,
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Corriere della Sera



CRISTINA MOTTIRONI

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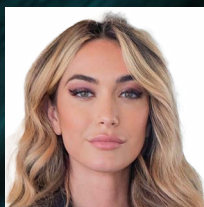
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Network News



ELISABETTA CANORO

Identità Golose



ERIKA FAY NICOLE

EFNcommunication



MASSIMILIANO SARTI

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Herita Marzotto
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ANDREA SINIGAGLIA

Hospitality Education
Consultant



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hospitalitydesignconference.com



The event focused on boosting sales in the hospitality industry
improvehotel.com



The traveling workshop on hospitality for families
hotelfamilylab.com



The forum on successful restaurant projects
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The workshop about breakfast in hotels
hotelbreakfastday.com



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