



LUXURY[®]

HOSPITALITY CONFERENCE

AGENDA

23rd October 2026
Meliá Milan



organized by



GINORI 1735

ITALIA

ginori1735.com



FLORENZA
THE UNFRAMED GARDEN

LUXURY[®]

HOSPITALITY CONFERENCE

The Italian Conference where Luxury meets Hospitality

Organized by



Under the patronage of



www.luxuryhospitalityconference.it



Simultaneous Translation Service (ITA – ENG / ENG – ITA / FR – ITA)

09:00 am – 09:20 am | Participant Registration and welcome coffee

09:20 am | **Welcome to Luxury Hospitality Conference 2026**

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



09:30 am | **The new luxury mandate: growth, value and credibility in a changing market**

10:20 am | **Stefania Lazzaroni**, General Manager – Altagamma

Vincenzo Puija, Global Sales and Retail Executive Vice President – Bulgari | LVMH Group

Vittoria Ferragamo, Sustainability and Special Projects Manager – Il Borro

Mehdi Benabadji, CEO – Ginori 1735



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

10:20 am – 10:50 am | **Redefining hospitality excellence through global reach, local soul, and bespoke experiences**



Shannon Knapp, President and CEO – The Leading Hotels of the World

Laurent Gardinier, President – Relais & Châteaux

Moderator: **Andrea Grisdale**, CEO & Sole Founder – IC Bellagio

10:50 am – 11:30 am | **How chains deal with growing expectations in luxury: capital and market requirements discussed with global players**



Dan Wakeling, VP Development – Luxury, Residential & Partnerships EMEA– Hilton

Gianleo Bosticco, Vice President Development, Southern Europe – Marriott International

Paul Rosenberg, Regional Vice President Development, Luxury – France, Southern Europe & North Africa – Accor

Moderator: **Giorgio Ribaudo**, Managing Director – THRENDIS

11:30 am – 12:00 am | Coffee/tea & networking

12:00 am – 01:00 pm | **Excellence wins**

Horst Schulze, Founding member – The Ritz-Carlton Hotel Company, Founder – Capella Hotel Group



Moderator: **Andrea Grisdale**, CEO & Sole Founder – IC Bellagio

01:00 pm – 02:20 pm | Lunch & Networking



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

02:20 pm
-
03:20 pm



The soul of hospitality: balancing heritage, ultra-luxury, and regenerative guest experiences

Jean-Claude Messant, COO - Royal Mansour Collection

Anton Moore, General Manager - The Lake Como EDITION

François Delahaye, COO - Dorchester Collection

Mattheos Georgiou, Head of Global Operations | One&Only, SIRO and Rare Finds Kerzner International

Stephen Alden, Independent Advisor, Former CEO - Raffles & Orient Express

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

03:20 pm
-
03:50 pm



Building the future with key insights from leading investors in Italian luxury hospitality

Marco Casarola, President - LDC HOTELS & RESIDENCES

Alcide Leali, Chairman & Brand Ambassador, Lefay Resorts & Residences

Aldo Melpignano, CEO - Egnazia Ospitalità Italiana, Vice President - Altagamma

Moderator: **Massimiliano Sarti**, Editor-in-chief - The Bulletin THRENDS

03:50 pm
-
04:40 pm



Shaping the next generation of managers. International perspectives on Luxury Education

Markus Venzin, CEO - EHL Group

Philippe Vignon, Managing Director - Glion Hospitality & Luxury Business Education

Stefania Valenti, Managing Director - Istituto Marangoni

Alessandro Fadda, Coordinator of Master in Food & Beverage Management - ALMA

Moderator: **Dany Stauffacher**, CEO & Founder - Saporì Ticino | Saveurs Agency

04:40 pm
-
05:30 pm



In conversation with the international big players: a comparison of visionary leadership and guest experiences

Rosanna Conti, Cluster General Manager - Dhom Collection Cortina D'Ampezzo

Marcos Romero Milans del Bosch, General Manager - Park Hyatt Milano

Étienne Petitpez, General Manager - Airelles Palladio, Venice

Bartolomeo Fusco, General Manager - Orient Express Venice

Samuel Porreca, Area General Manager - Mandarin Oriental Hotel Group

Moderator: **Ezio Indiani**, General Manager - Hotel Principe di Savoia Milan

05:30 pm
-
05:35 pm



Closing Remarks.

Mauro Santinato, President - Teamwork



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

09:00 am – 09:20 am | Participant Registration and welcome coffee

09:20 am | **Welcome to Luxury Hospitality Conference 2026**

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



09:30 am | **Luxury & Design. How to create the authentic luxury. Case histories to study**

10:05 am | **Rodrigo Izquierdo**, Founder – Rodrigo Izquierdo Design Studio

Giada Gemignani, Founder & Creative Director – STUDIO AELAN

James Cavagnari, Founder & Creative Director – Prima Design



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

10:05 am – 10:40 am | **Luxury in my opinion. The point of view of architects, a manager of luxury hospitality and a manufacturing company**



Daniela Baldo, Founding Partner, COO – Studio Marco Piva

Francesco Lupoi, Architect, designer and founder – Lupoi Design Studio

Gianluca Valsesia, Sales Director – Gessi

Guido Rossi Monti, Hospitality Consultant & General Manager – Borgo Vescine

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

10:40 am – 11:00 am | **Luxury Leisure Trends & Insights From Virtuoso**

Bea Sajon, General Manager, Continental Europe – Virtuoso



11:00 am – 11:30 am | **The Future Guest Journey in the Age of AI**

Holly Phillips, Co-Founder & Creative Strategist – For Digital Sakes

Thibault Selderslagh, Co-Founder & Creative Strategist – For Digital Sakes



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

12:00 pm – 12:40 pm | **How luxury sales and marketing strategies are shifting in the evolving hospitality market**



Eglé Antanaitytė, Commercial Director – Orient Express

Julia Mastrogianaki, Director, Global Luxury & Lifestyle Sales, EMEA – IHG Hotels & Resorts

Claudia Polloni, Director of Sales & Marketing – Bulgari Hotels & Resorts

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



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

12:40 am

- 01:00 pm



REVERSOLOGY. How to Create Lifetime Fans Using Reverse Psychology

André Wiringa, Founder and CEO - Start Reverse

01:00 pm - 02:20 pm | Lunch & Networking

02:20 pm

- 02:40 pm



Avoiding the AI Ick - Why Luxury Hospitality Brands are re-humanising their marketing

Jo Caruana, Founder & CEO - The Finesse Group

02:40 pm

- 03:00 pm



Emotion Per Square Foot. Creating desirable food and drink experiences

Robbie Bargh, Founder - Gorgeous Group

03:00 pm

- 03:20 pm



15mins ahead by Malherbe Creative Agency: strategy, branding & interior design

Hubert de Malherbe, Founder and Chief Executive/Designer - Malherbe Paris

03:20 pm

- 04:15 pm



Visions in dialogue: face to face with the next generation of luxury leaders

Luca Fiorentino, Director of Sales & Marketing - Grand Hotel Excelsior Vittoria, Sorrento

Ludovica Rocchi, Brand Director - Gruppo R Collection Hotels

Giovanni Torre Avallone, Maitre de Maison - Grand Hotel Parker's

Giovanni Naldi, CEO - Roberto Naldi Collection

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

04:15 pm

- 04:40 pm



The boundary that separates Chatbot/AI and human connections in the luxury boutique hotels industry

Gérald Lampaert, Founder, Owner and CEO - VERTU Hospitality, Hotels and Resorts

04:40 pm

- 05:30 pm



The art of Attention: listening and presence as new pillars of the Luxury Customer Experience.

Joelle Matteoli, Vice President | Commercial Transformation - Kempinski Hotels

Francesco Pagnini, Professore di Psicologia - Università Cattolica Milano
Inventore - Effetto Batman

Fabrizio Fiorani, Italian Asia's Best Pastry Chef - The World's 50 Best

Massimiliano Giornetti, Direttore Creativo - Drumohr, Direttore - Polimoda Fashion School

Moderator: **Gianluca Borgna**, Chief Commercial and People Officer - Luigia Group, Founder - Lusso Gentile

Aperitif & Networking

09:00 am – 09:20 am | Participant Registration and welcome coffee

09:20 am | **Welcome to Luxury Hospitality Conference 2026**

09:30 am | **Andrea Agazzani**, Consulente e formatore



09:30 am | **The neuroscience of luxury hospitality: emotions, memory and decision making**

10:00 am | **Vincenzo Russo**, Full Professor of Consumer Behaviour and Neuromarketing,
Director of the Research Centre for Neuromarketing – IULM University



10:00 am | **The luxury of limits**

10:30 am | **Michil Costa**, Activist & critical voice of contemporary tourism – Casa Costa 1956



10:30 am | **Title to be defined**

10:50 am | **Matteo De Santis**, COO & Partner – Positioner



10:50 am | **How identity, roots and vision are Shaping the new luxury code in Fine Dining**

11:30 am | **Enrico Bartolini**, Chef – 14 Michelin stars

Gennaro Esposito, Chef – 2 Michelin stars



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

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

12:00 pm | **When Ai becomes your storyteller: brand identity in the age of generative search**

12:20 pm



Annalisa Ballaira, CEO & Founder – Relactions

12:20 pm | **Reach the Guest Before the Search Begins. How Amazon Ads insights and ExWorksMilan strategy can support luxury hotels to connect with guests before they start planning**

12:40 pm



Silvia Calciolari, CCO-Founder – ExWorksMilan

Roberta Losco, Head of Video Sales Specialists Italy, France & Spain – Amazon Ads

12:40 pm | **Inside luxury hospitality data: strategies for success**

01:00 pm



Andrea Delfini, Founder and CEO - Blastness

01:00 pm – 02:20 pm | Lunch & Networking

02:20 pm | **Beyond Luxury. Reshaping ESG Strategy into Certified Credibility**

02:40 pm



Giorgio Caire di Lauzet, Founder & CEO - Dream&Charme

02:40 pm | **The Italian blueprint behind the world's Top luxury wedding destinations.**

03:00 pm



Tommaso Corsini, Corsini events

Moderator: **Giulia Bandini**, CEO & Partner - Cogito Strategies

03:00 pm | **Redefining high-end Hospitality through strategic luxury brand partnerships**

03:40 pm



Leandro Rattazzi, Senior Commercial Director, Luxury Hotels Southern Europe - Marriott International

Riccardo Vannetti, Chief Brand & Marketing Officer - EGNAZIA Ospitalità Italiana

Filippo Arnaboldi, Chief Executive Officer - Frette

Moderator: **Nicola Delvecchio**, Strategic Hospitality Advisor - Teamwork

03:40 pm | **REPORT PRESENTATION.**

04:00 pm



Luxury hotel performance in Italy: insights from the new 2026 report

Giorgio Ribaudo, Managing Director - THRENDIS

04:00 pm | **THE LUXURY FORMULA.**

04:30 pm



The 10 pillars for building memorable and profitable luxury concepts

Nicola Delvecchio, Strategic Hospitality Advisor - Teamwork

04:30 pm | **STOP TEAM BUILDINGS. START BUILDING TEAMS.**

05:00 pm



Incentives, Leadership & Trust, 5 rules that truly build your best luxury asset (no rafting required)

Antonio Miano, Consultant & Trainer - Teamwork

Aperitif & Networking



Simmons. Nient'altro.

Dal 1870 nelle case più eleganti e negli alberghi più prestigiosi.

La cura meticolosa dei dettagli, la scelta dei materiali più nobili e la manifattura artigianale made in Italy, garantiscono un comfort straordinario e un riposo impareggiabile. Perché i materassi non sono tutti uguali e per dormire bene c'è bisogno di Simmons.

Prestigious experts in the luxury sector



HORST SCHULZE
Founding member
The Ritz-Carlton Hotel Company, Founder Capella Hotel Group



SHANNON KNAPP
President and CEO
The Leading Hotels of the World



LAURENT GARDINIER
President
Relais & Châteaux



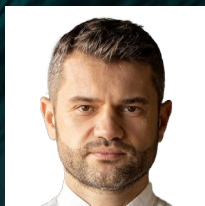
FRANÇOIS DELAHAYE
COO
Dorchester Collection



STEFANIA LAZZARONI
General Manager
Altagamma Foundation



MEHDI BENABADJI
CEO
Ginori 1735



ENRICO BARTOLINI
Chef
14 Michelin stars



GENNARO ESPOSITO
Chef - 2 Michelin stars
Torre del Saracino, Seiano (NA)



STEPHEN ALDEN
Independent Advisor,
Former CEO
Raffles & Orient Express



EGLĖ ANTANAITYTĖ
Commercial Director
Orient Express



MARKUS VENZIN
CEO
EHL Group



JEAN-CLAUDE MESSANT
COO
Royal Mansour Collection



VINCENZO PUJIA
Global Sales and Retail
Executive Vice President
Bulgari | LVMH Group



CLAUDIA POLLONI
Director of Sales & Marketing
Bulgari Hotels & Resorts



MATTHEOS GEORGIU
Head of Global Operations
One&Only, SIRO and Rare Finds Kerzner International



DAN WAKELING
VP Development
Luxury, Residential & Partnerships EMEA
Hilton

Prestigious experts in the luxury sector



PHILIPPE VIGNON
Managing Director
*Glion Hospitality & Luxury
Business Education*



GÉRALD LAMPAERT
Founder, Owner and CEO
*VERTU Hospitality,
Hotels and Resorts*



SAMUEL PORRECA
Area General
Manager
Mandarin Oriental



ALCIDE LEALI
Chairman & Brand
Ambassador - *Lefay
Resorts & Residences*



ÉTIENNE PETITPEZ
General Manager
*Airelles Palladio,
Venice*



BARTOLOMEO FUSCO
General Manager
*Orient Express
Venice*



ANTON MOORE
General Manager
The Lake Como EDITION



**MARCOS ROMERO
MILANS DEL BOSCH**
General Manager
Park Hyatt Milano



PAUL ROSENBERG
Regional Vice President
Development, Luxury
France, Southern Europe
& North Africa - *Accor*



LEANDRO RATTAZZI
Senior Commercial
Director, Luxury Hotels
Southern Europe
Marriott International



GIANLEO BOSTICCO
Vice President
Development
Southern Europe
Marriott International



ALDO MELPIGNANO
CEO - *Egnazia
Ospitalità Italiana*
Vice President
Altagamma



RICCARDO VANNETTI
Chief Brand & Marketing
Officer - *Egnazia
Ospitalità Italiana*



**GIOVANNI TORRE
AVALLONE**
Maitre de Maison
Grand Hotel Parker's



BEA SAJON
General Manager,
Continental Europe
Virtuoso



VITTORIA FERRAGAMO
Sustainability
and Special Projects
Manager - *Il Borro*

Prestigious experts in the luxury sector



GIOVANNI NALDI

CEO
*Roberto Naldi
Collection*



MICHIL COSTA

Activist and critical voice
of contemporary tourism,
CEO - Casa Costa 1956



FABRIZIO FIORANI

Italian Asia's
Best Pastry Chef
The World's 50 Best



JULIA MASTROGIANNAKI

Director, Global Luxury
& Lifestyle Sales, EMEA
IHG Hotels & Resorts



LUCA FIORENTINO

Director of Sales
& Marketing
*Grand Hotel
Excelsior Vittoria
Sorrento*



VINCENZO RUSSO

Full Professor of Consumer
Behaviour and Neuromarketing,
Director of the Research
Centre for Neuromarketing
IULM University



JOELE MATTEOLI

Vice President,
Commercial
Transformation
Kempinski Hotels



FRANCESCO PAGNINI

Professore
di Psicologia
*Università Cattolica
Milano, Inventore
Effetto Batman*



THIBAUT SELDSLAGH

Co-founder
& Creative Director
For Digital Sakes



HOLLY PHILLIPS

Co-founder
& Creative Strategist
For Digital Sakes



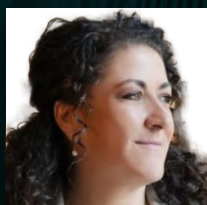
MARCO CASAROLA

President
*LDC HOTELS
& RESIDENCES*



FILIPPO ARNABOLDI

CEO
Frette



ROSANNA CONTI

Cluster General Manager
*Dhom Collection
Cortina D'Ampezzo*



STEFANIA VALENTI

Managing Director
Istituto Marangoni



ROBBIE BARGH

Founder
Gorgeous Group



LUDOVICA ROCCHI

Brand Director
*Gruppo R
Collection Hotels*

Prestigious experts in the luxury sector



JAMES CAVAGNARI
Founder & Creative
Director - *Prima Design*



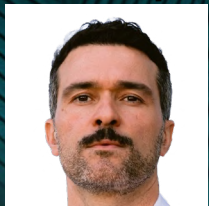
DANIELA BALDO
Founding Partner
COO
Studio Marco Piva



GIADA GEMIGNANI
Founder & Creative
Director - *STUDIO AELAN*



FRANCESCO LUPOI
Architect, designer
and founder
Lupoi Design Studio



RODRIGO IZQUIERDO
Founder
*Rodrigo Izquierdo
Design Studio*



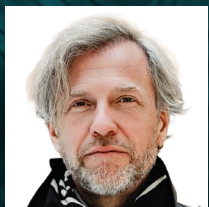
MASSIMILIANO GIORNETTI
Creative Director - *Drumohr*
Director - *Polimoda
Fashion School*



SILVIA CALCIOARI
CCO-Founder
ExWorksMilan



ROBERTA LOSCO
Head of Video Sales
Specialists Italy,
France & Spain
Amazon Ads



HUBERT DE MALHERBE
Founder and Chief
Executive/Designer
Malherbe Paris



GUIDO ROSSI MONTI
Hospitality
Consultant &
General Manager
Borgo Vescine



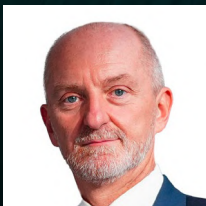
GIANLUCA BORGNA
Chief Commercial
and People Officer
Luigia Group
Founder - *Lusso Gentile*



ANDRÉ WIRINGA
Founder and CEO
Start Reverse



ANNALISA BALLAIRA
CEO & Founder
Relations



ANDREA DELFINI
Founder & CEO
Blastness



MATTEO DE SANTIS
COO & Partner
Positioner



JO CARUANA
Founder & CEO
The Finesse Group

LUXURY | SPEAKERS

HOSPITALITY CONFERENCE

Prestigious experts in the luxury sector



ALESSANDRO FADDA
Coordinator of Master
in Food & Beverage
Management
ALMA



TOMMASO CORSINI
Founder & CEO
WLM - Where Ideas Meet



GIULIA BANDINI
CEO & Partner
Cogito Strategies



GIORGIO CAIRE DI LAUZET
Founder & CEO
Dream&Charme



GIANLUCA VALSESIA
Sales Director, Brand
Ambassador - *Gessi*



ANTONIO MIANO
Consultant & trainer
Teamwork



NICOLA DELVECCHIO
Consultant & trainer
Teamwork



GIORGIO RIBAUDO
Managing Director
THRENDS

LUXURY | MODERATORS

HOSPITALITY CONFERENCE

Prestigious experts in the luxury sector



**MADDALENA FOSSATI
DONDERO**

Director and Head of
Content - *La Cucina
Italiana & Condé Nast
Traveller Italia*



ANDREA GRISDALE

CEO &
Sole Founder
IC Bellagio



FILIP BOYEN

Luxury Hospitality Advisor,
Ambassador - *Forbes Travel
Guide*, Head - *Hospitality
Orient Express Italy*,
Co-founder - *Hotelworld AI*



EZIO INDIANI

General Manager
*Hotel Principe
di Savoia Milano*



CRISTINA MOTTIRONI

Head Tourism
Major | *MSC ACME
Bocconi University*



DANY STAUFFACHER

CEO & Founder
*Sapori Ticino
Saveurs Agency*



ANDREA DORI

Head of Hospitality
and Luxury Hospitality
Business Development
Herita Marzotto Wine Estate



ROBERTO GENTILE

Editor & Newsletter
Director
Network News



MASSIMILIANO SARTI

Editor-in-chief
The Bulletin THRENDS



ANDREA AGAZZANI

Project Manager
& Trainer



LAURA F. VERDI

Architect & Director
we:ll magazine



MAURO SANTINATO

President
Teamwork

PRIMA



Superior skincare
competence

prima.bz/brands

LUXURY

HOSPITALITY CONFERENCE

THANKS TO OUR PARTNERS



re|actions

BAROVIER
& TOSO

NOBILI

POSITIONER



GINORI
1735
ITALIA

PRIMA



slope®



L D S

GESSI

LA BOTTEGA
COLLECTIVE



AMONN®

88 ORIO
TEAM
SISTEMI TESSILI ALBERGHIERI



aureagroup



BONFANTE
INTERIOR CONTRACTOR

weforguest
Pro Hotel CRM

UNOPIU®



CINQ MÔNDES
PARIS

Algotharm

DEEP®
NATURE

Varaschin
OUTDOOR THERAPY

LUXURY

HOSPITALITY CONFERENCE

THANKS TO OUR PARTNERS



LUXURY

HOSPITALITY CONFERENCE

THANKS TO OUR PARTNERS

SUPPORT PARTNERS



OFFICIAL COFFEE PARTNER



INSTITUTIONAL PARTNERS



MEDIA PARTNERS



PELLE

THE ART OF WEAVING EXPERIENCE



gessi.com

GESSI
*Haute*CULTURE

THE EVENTS ORGANIZED BY TEAMWORK



The first conference dedicated to Hotel Real Estate investment in Italy
ithic.it



The most important hospitality event in Italy
hospitalityday.it



The conference on wellness and well-being in hospitality
wellnesshospitalityconference.it



The conference where Luxury meets Hospitality
luxuryhospitalityconference.it



The leading event on revenue management in the tourism industry
globalrevenueforum.com



The conference on design, contract, and trends in hospitality
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
restaurantrevolution.it



The workshop about breakfast in hotels
hotelbreakfastday.com



The event focused on the future of travel destinations
destinationlab.it



The workshop on the new frontiers of outdoor tourism
campingrevolutionday.it

AWARDS ORGANIZED BY TEAMWORK



The award for excellence in luxury hospitality
bestluxuryhotelawards.com



The award for digital innovations in hospitality
hospitalitydigitalawards.it



The award for the best outdoor facilities
bestcampingvillageawards.it



The award for vision and innovation in hospitality design
hoteldesignerawards.it



The award for successful formats and business models in the HoReCa industry
restaurantbarconceptawards.com

TRAINING BY TEAMWORK



The annual schedule of classroom training courses for owners and staff of hotel and non-hotel accommodations
teamworkhospitality.com/courses/



The training workshop on how to relaunch and redesign the hotel
hoteldesignlab.com

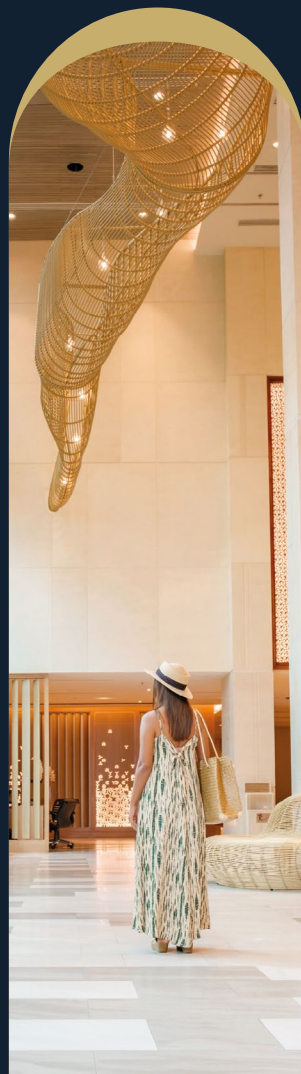


The *Basic, Advanced, Executive* and *Profit* training workshop on Revenue Management
hotelrevenuелab.com

teamworkhospitality.com



Ihs Luxury è la divisione di eccellenza di Ihs dedicata all'hôtellerie a 5 stelle e ai resort di alta gamma. È progettata per definire standard operativi nell'ospitalità di lusso attraverso procedure codificate, formazione dedicata e strumenti digitali di controllo. Un sistema in cui metodo e qualità del personale sono parte integrante del servizio.



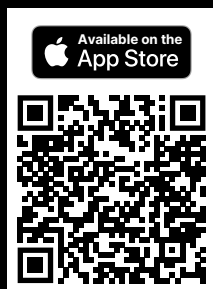
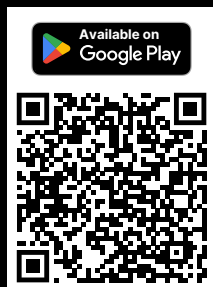
Have you downloaded the event app yet?

Build new connections and schedule meetings at the event.

Log in using the email address you provided during registration and make the most of all the features:

- **Strategic networking:** browse the up-to-date list of attendees (complete with names, roles and companies) and contact key figures for your business directly via private chat.
- **Personalised agenda:** create your own tailor-made programme by saving the talks and sessions you absolutely don't want to miss.

Get right into the heart of the Luxury Hospitality Conference!





organized by



www.teamworkhospitality.com

