

# Day 1 - 27 May

## 12:30pm - 2:30pm

### TRACK 1 – Bourke 1 & 2



#### 12.30pm – 1.00pm Panel Session

##### How AI Changes your Revenue Strategies

- **Jarrod Crump**, Vice President - Revenue Management, Pacific - Accor
- **James Corbitt**, General Manager - Summerstar Tourist Parks

**Jurgen Ortelee, Managing Director APAC - IDeaS Revenue Solutions**



#### 1.00pm – 1.30pm

##### Accidental Leadership: Mitigating People Costs in a Fast-Paced World

Studies show that 82% of managers who are promoted to lead a team are not taught how. This has a very real, and very large, cost impact on the business, with 1 in 3 people citing poor leadership as a reason for leaving their job or feeling demotivated at work.

**Alex DugDale, Founder LIFTUP Leadership**



#### 1.30pm – 2.00pm

##### Feeling Overwhelmed by Numbers? You're Not Alone!

But what if you could transform that data into a powerful tool for success? Join our interactive session and discover the revenue cycle, a clear framework to: **Analyse** your performance, **Identify** key areas for improvement, **Develop** strategies, **Monitor** your progress and results.

**Joanne Cohen, Account Manager - Pacific STR**

**Jacqueline Choo, Sales - Pacific STR**



#### 2.00pm – 2.30pm

##### The Power of AI and Personalised Online Experiences: Drive Direct Revenue Growth!

Join Ivan for an insightful session where you will explore the strategies behind maximising direct revenue for hotels through the strategic integration of AI and personalised experiences.

**Ivan Cintado, Director APAC - The Hotels Network**

