



48th EHMA Annual General Meeting

"It's all about Passion!"

LUGANO, 18 – 20 MARCH 2022



WELCOME TO LUGANO

"It's all about Passion!"

Dear EHMA Member and Friend,

We are happy to welcome you to the 48th EHMA General Assembly in Lugano.

The time has finally come to meet again and experience all the emotions that this meeting will bring us, thanks to a program rich in content and personality.

We hope that these days together can be the start of a new impetus for the challenges that await our sector in the near future.

The event will be a unique opportunity to share stories and experiences with passion as the red thread, but also to experience the food and wine that our beautiful region has to offer.

The time has come to open the window, discover the Lugano horizon and the new perspectives that this experience will give us!

The Organising Committee of EHMA Lugano 2020



ORGANISING COMMITTEE



Giuseppe Rossi
– Chairman –
Hotel Splendide Royal



Massimiliano Ferrara
Grand Hotel Villa Castagnola



Carlo Fontana
Lugnodante



Andrea Modesti
Swiss Diamond Hotel



Barbara Gibellini
Villa Principe Leopoldo



Raimondo C. Sartorio
Parco San Marco Hotels & Beach Resort

WITH THE SUPPORT OF



Ivan Zorloni
Grand Hotel Villa Castagnola



Lorenzo Pianezzi
Hotelleriesuisse Ticino



Antonella Archidiacono
Grand Hotel Villa Castagnola



Miranda Sorgente
Love Management



Emanuele Di Pasquale
Hotel Splendide Royal

18 MARCH 2022

FRIDAY

AGENDA

GENERAL ASSEMBLY

📍 LAC – ROOM N° 1 // DRESS CODE: SMART CASUAL

- 13:30** Welcome Coffee / Sponsors' Time
- 14:00** Welcome by EHMA President & Presentation of the Organising Committee
Presentation of New Members and Nolan Cornell University draw
Official Opening of the 48th Ordinary General Meeting by EHMA President
 - Approval of the Minutes of the 47th AGM
 - President annual report
 - Financial Report
 - Release of the Executive Committee and Management Council
 - Auditors & Arbiters Reports
 - Membership Situation
- 15:00** Presentation Venues EHMA General Assembly 2023 and 2024
- 15:15** President of HOTREC – Jens Zimmer Christensen
- 15:30** Presentation of Candidates to Presidency 2022-2024 & ELECTIONS of President, 1st Vice President, Vice President, Boards of Auditors and Arbiters
- 16:00** Coffee Break / Sponsors' Time
- 16:30** Introduction of Young EHMA Group 2022 by EHMA President & delivery of certificates
Announcement of Best Essay by Ian Millar
- 16:45**
 - Anne Treacy & Milana Tepliakova - Ecole Hotelière de Lausanne
 - Piotr Lipiec, Samsung
 - Rania Deimezi, S-Rate
- 17:00** "Psychological Fitness and Resilience in Hospitality" by Marco Truffelli & Jan Ferris
- 17:30** Members' Hour
- 17:50** Result of ELECTIONS – End of the working session & closing remarks

YOUNG EHMA SESSION

📍 LAC – ROOM N° 3 // DRESS CODE: SMART CASUAL

- 14:00** Young EHMA Session conducted by Prof Ian Millar
- 16:00** Young EHMA Group joins Coffee Break
- 16:30** Young EHMA Group joins EHMA AGM

ACCOMPANYING PERSONS' PROGRAM

DRESS CODE: CASUAL

- 14:30** Afternoon Tour "Lugano Classica", with visits of the LAC and S. Maria degli Angioli
 - Tea at the Grand Café al Porto
- 18:00** End of tour at LAC

WELCOME RECEPTION

DRESS CODE: SMART CASUAL

- 19:45** Villa Principe Leopoldo

AGENDA

19 MARCH 2022 SATURDAY

EDUCATIONAL DAY

📍 LAC – THEATRE HALL // DRESS CODE: SMART CASUAL

- 08:00** Wake-up Coffee
- 08:30** Official Welcome by EHMA President
Welcome Address by President of Organising Committee
Greeting of the City of Lugano
- 09:00** Miranda Sorgente - “Leading by Heart”
- 09:35** Luigi Mazzola - “The Very Secret of Greatest Drivers”
- 10:10** Umberto Pelizzari - “Impossible is an Opinion”
- 10:45** Mind-Body Exercise
- 11:00** Coffee Break / Sponsors' Time
- 11:30** Sandro Formica - “Passion: Your Inner Driving Force”
- 12:15** Frank Theis - “Making Sustainability Sustainable, from Passion to Action”
- 12:45** Standing lunch
- 14:00** Simona Atzori - “Unlimited Barriers”
- 14:50** Cosimo Finzi - “E-motions: a Rational Approach to Unrational Reactions”
- 15:25** Coffee Break / Sponsors' Time
- 16:00** Panel with CEOs from Major Hotel Groups
 - Shannon Knapp
 - Christopher Cowdray
 - Roland Fasel
 - Andrea Guerra
- 17:00** Q&A Session
- 17:30** Thanks & Closing Remarks
- 17:40** End of the 48th Annual Convention

ACCOMPANYING PERSONS' PROGRAM

DRESS CODE: CASUAL, COMFY SHOES

- 09:30** Pick-up at the Hotels
 - Tour through the Mendrisiotto Wine Region
 - Visit of Vincenzo Vela Museum in Mendrisio
 - Typical “Ticinese” lunch in a Grotto by the Lake
 - Return to Lugano with a Lake Cruise
- 15:30** End of tour and return to the Hotels

GALA DINNER

DRESS CODE: BLACK TIE

- 19:45** Hotel Splendide Royal
 - EHMA Sustainability Award by Diversey
 - European Hotel Manager of the year Award
 - EHMA Hans Koch Lifetime Achievement Award

20 MARCH 2022

SUNDAY

AGENDA

FAREWELL BRUNCH

DRESS CODE: SMART CASUAL

12:00 Swiss Diamond Hotel



LOCATIONS



MEETING VENUE

LAC - Lugano Arte e Cultura
Piazza Bernardino Luini 6
6900 Lugano

www.luganolac.ch

HOTELS



HOTEL SPLENDIDE ROYAL
LUGANO

Hotel Splendide Royal
Riva Antonio Caccia 7
6900 Lugano

T: +41 91 985 77 11
welcome@splendide.ch
www.splendide.ch



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LOCATIONS



Foto Enrico Boggia



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www.luganodante.com

SPEAKERS & PANELISTS



Miranda Sorgente



Luigi Mazzola



Umberto Pelizzari



Sandro Formica



Frank Theis



Simona Atzori



Cosimo Finzi



Shannon Knapp



Christopher
Cowdray



Roland Fasel



Andrea Guerra

SPEAKERS

MIRANDA SORGENTE

TRAINER AND COACH, FOUNDER OF "LOVE MANAGEMENT"

Choosing with the heart and acting methodically: these are the two trajectories that have given life to Love Management, a concept of which Miranda Sorgente associate theory and expression. After years of sports and marathons but also research into personal growth and professional development in the United States, she is now a corporate trainer. She manages to combine the rational and the emotional side of an individual to bring out the professionalism in them.

She conducts courses on public speaking, personal and business growth but also organizes retreats with a focus on managing emotions and interpersonal communication. She has published several books where her passionate theory of Love Management is the protagonist.

LUIGI MAZZOLA

FORMER RACE ENGINEER OF FERRARI F1

After graduating in Mechanical Engineering, with automotive specialization, at the Polytechnic of Turin, has joined Formula 1 and Ferrari in 1988, with the role of Race Engineer. His journey through the ranks of the prancing horse ended in 2009 as executive coordinator of performance development. Together with the Maranello-based team, he has won 8 Formula 1 World Constructors Championships and 6 Formula 1 World Drivers Championships as Technical Manager of Test Activities. The contact with prestigious drivers like Alain Prost, Michael Schumacher, Nigel Mansell, Gerhard Berger, Rubens Barrichello, Eddie Irvine, Kimi Raikkonen, Felipe Massa, Jean Alesi and Valentino Rossi made his sporting experience unique under the technical and human point of view.

UMBERTO PELIZZARI

RECORDMAN OF COMPETITIVE FREEDIVING AND UNIVERSITY PROFESSOR

He challenged the laws of nature and turned his life into a constant quest to overcome his own limits. Umberto Pelizzari is an Italian professional freediver who has set records in every discipline of the sport. At the age of 25 he set his first world record in deep freediving in constant weight. His escalation to the top of the sport of diving did not stop until 2001, when he closed his majestic career with yet another record, diving all the way to 131 meters in deep blue sea.

Today his great passion has led him to become a journalist and television reporter for scientific diffusion of the marine environment. He teaches Underwater and Hyperbaric Medicine at the Scuola Normale in Pisa and at the Consorzio Universitario of Trapani. He founded a school where he teaches techniques and tricks of his sport, which also supports the scientific research related to it.

SPEAKERS

SANDRO FORMICA

PH.D

Sandro is culturally diverse and brings with him over 35 years of experience in the hospitality industry, providing consulting and executive education services to global and regional hotel corporations such as ACCOR, Intercontinental, and Marriott; coordinated transnational European Union projects in hospitality and tourism; and conducted “Think Tanks” with leading hospitality decision-makers in Middle East, New Zealand, France, Spain, Italy, and the U.S.

Sandro teaches Positive Organizations in the Hospitality Industry and The Economics of Happiness at Florida International University. In August 2019, Forbes magazine labeled him as the “Happiness Scientist.” Formica is the Academic Director of the Chief Happiness Officer in the Hospitality and Services Industries, granted by WOHASU and Florida International University.

FRANK THEIS

CRO OF DIVERSEY

Mr Theis became CRO of Diversey in February 2021. He is leading the departments for Global Strategic Accounts and Global Customer Service. He has gained a wealth of commercial and business development expertise during his career building successful global sales organizations and strategies. This is completed by an international business experience of more than 20 years. He is joining us from LSG Group, where he is known for developing strong, talented teams and creating lasting customer relationships leading the global sales and marketing organization. Prior to this, Mr. Theis was an Equity Partner at KPMG, responsible for the Sales & Business Development practice. He started his career at TellSell Consulting, a business development subsidiary of Metro Group.

SIMONA ATZORI

LIMITLESS DANCER, WRITER AND PAINTER

As a child, Simona Atzori was devoting her time between art and ballet. Despite the difficulties with phocomelia, she kept an eye open to the many interests the world had to offer. It is precisely from her passions and from an innate need for freedom that she begun a progressive path of overcoming her limits. Talking about them, she declared: “They are only in the eyes of those who see them”. With perseverance and tenacity, today she has become an elegant and famous dancer. She has danced on prestigious stages for events such as the Sanremo Music Festival and at the opening of the Turin Paralympics. Her desire of sharing has led her to the publication of several books and the exhibition of her paintings in various galleries around the world.

COSIMO FINZI

SOCIOLOGIST, RESEARCHER AND CEO ASTRARICERCHE

It's all about passion... and curiosity! These are the two engines that drive Cosimo Finzi in his constant professional and human research. This innate desire for knowledge and his statistical mindset led him to lead start-ups of IT services. His continuous need for in-depth study also brought him to the AstraRicerche team, where the company's direction led him to professionally combine all of his great passions: statistics, sociology, economics and marketing. His study of innovations is a source of inspiration and is being used by companies from a variety of fields.

PANELISTS

SHANNON KNAPP

PRESIDENT & CEO THE LEADING HOTELS OF THE WORLD

Since assuming leadership responsibilities as interim CEO, Knapp steered the company through a successful transition and began to accelerate the momentum of the company in nearly all critical areas of the business. In her role as Senior Vice President and Chief Marketing Officer, Knapp led breakthrough brand and data-driven marketing strategies, transformed the customer experience, and accelerated brand loyalty for the company. Knapp was responsible for the redesign and 2018 relaunch of Leaders Club, a program that has been recognized by Condé Nast Traveler as "offering a boutique alternative to mega-chain hotels with a bevy of benefits." Knapp also brings a wealth of luxury travel experience from her 15 years at American Express, where she had the opportunity to work in both the Corporate and Leisure travel divisions.

CHRISTOPHER COWDRAY

CEO DORCHESTER COLLECTION

Cowdray managed hotels in Africa, Asia, Australia, the Middle East and the United Kingdom. In 2004, Cowdray became the GM at The Dorchester Hotel and in 2007 was appointed CEO of The Dorchester Collection. In 2008, Cowdray added Hotel Bel-Air to the Dorchester Collection. Since then the Dorchester Collection has expanded, except for the selling of the New York Palace, with additions such as Le Richemond in Geneva, Coworth Park and 45 Park Lane in England, and Hotel Eden in Rome.

In 2013, Cowdray was awarded the Lifetime Achievement Award at the European Hospitality Awards for his achievements in the hotel community with the Dorchester collection.

ROLAND FASEL

COO AMAN RESORTS

Throughout his three decades of career within the hospitality industry, Fasel has opened, renovated and repositioned hotels across three continents. He has worked for world-renown brands including Badrutt's Palace, Four Seasons, Regent Hotels, Shangri-La, and the Dorchester Collection. COO at Aman Resorts, during his time with the brand Fasel has overseen the opening of a number of properties and has guided Aman into its 30th year of operation, which saw the brand's flagship resort Amanpuri unveil an extensive refurbishment and added facilities. Fasel has also directed the launch of Aman Skincare, lifestyle brands SVA, Aman Fine Fragrance and Spa Candles, and the newly launched The Essentials by Aman retail collection.

ANDREA GUERRA

CEO LVMH HOSPITALITY EXCELLENCE

Guerra began his professional activity with Marriott Italia, where he rose to the office of marketing manager. In 1994 he joined Merloni Elettrodomestici and six years later he was appointed group's CEO. Under his guidance, the company increased sales each year and closed 2003 with 21% more than the previous year. In 2004 Guerra left this position to join Luxottica as CEO. Under Guerra's stewardship, the value of Luxottica's share price rose from €14 in 2003 to €40 in 2014, and company sales almost tripled, from €2.8 billion in 2003 to over €7 billion in 2013. He was included in the 2004 Financial Times list of "25 business stars" and was named the second-best CEO in Italy in the 2014 Thomson Reuters classification.

PARTNERS

INTERNATIONAL



ACQUA di PARMA

ASSA ABLOY
ASSA ABLOY Hospitality

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hotel
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 **LUGANO**
REGION

 **HotellerieSuisse**
Ticino
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NATIONAL



MANOR



REGIONAL



BUCHERER
1888



MEDIA PARTNERS

CORRIERE DEL TICINO



