The Agenda

Event App Installation	**11:00 AM – 11:15 AM**

Customer Decision Journey in Hospitality

By **Mohamed Taha**
Managing Director - T.I.T Solutions LLC

11:15 AM – 11:45 AM

Egyptian Hotels Association Presentation

By **Wael Aboelseoud**
Board Member and Chief Treasurer - Egyptian Hotels Association

11:45 AM – 12:10 PM

The Art in the P&L statement for hoteliers!

By **Eslam Faisal**
External Auditor - Price Waterhouse Coopers

12:10 PM – 12:35 PM

Hotel Bookings Cancellations: The Value You're Missing

By **Khaled Taha**
Co Founder - Profitel

12:35 PM – 01:00 PM

Custom ChatGPT for Hotels

By **Mohamed Taha**
Managing Director - T.I.T Solutions LLC

01:00 PM – 01:15 PM

Maximizing Profits: How an RMS Transforms Hotel Performance.

By **Sathis Aravinda**
Regional Director of Sales - Duetto

01:15 PM – 01:45 PM

Coffee Break *Sponsored by Ecobots.tech*	**01:45 PM – 02:15 PM**

Empowering hotels, directly!

By **Zineb Belyasmine**
Regional Director - Middle East - **Profitroom**

02:15 PM – 02:45 PM

Guess Who? AI Already Knows – And Your Hotel Website Just Got Smarter

By **Cem Çağdaş Çetin**
Senior Market Manager | Middle East, Africa & Turkey - **The Hotels Network**

02:45 PM – 03:15 PM

Smart Hospitality: Enhancing Guest Experience with Digital Payments

By **Karim Kelani**
Head of Enterprise Sales - **Paymob**

03:15 PM – 03:45 PM

Terrace Break

03:45 PM – 04:00 PM

Roundtables

04:00 PM – 04:50 PM

Roundtable 1: Profitel

with *Eslam Faisal*
Khaled Taha

Roundtable 2: Profitroom

with *Zineb Belyasmine*
Andrew Lawrence
Renato Machado

Roundtable 3: Duetto

with *Sathis Aravinda*
Siobhan Loughman

Roundtable 4: The Hotels Network

with *Cem Çağdaş Çetin*

Closing Ceremony	04:50 PM – 05:00 PM
Lunch *Sponsored by T.I.T Solutions*	05:00 PM – 06:00 PM