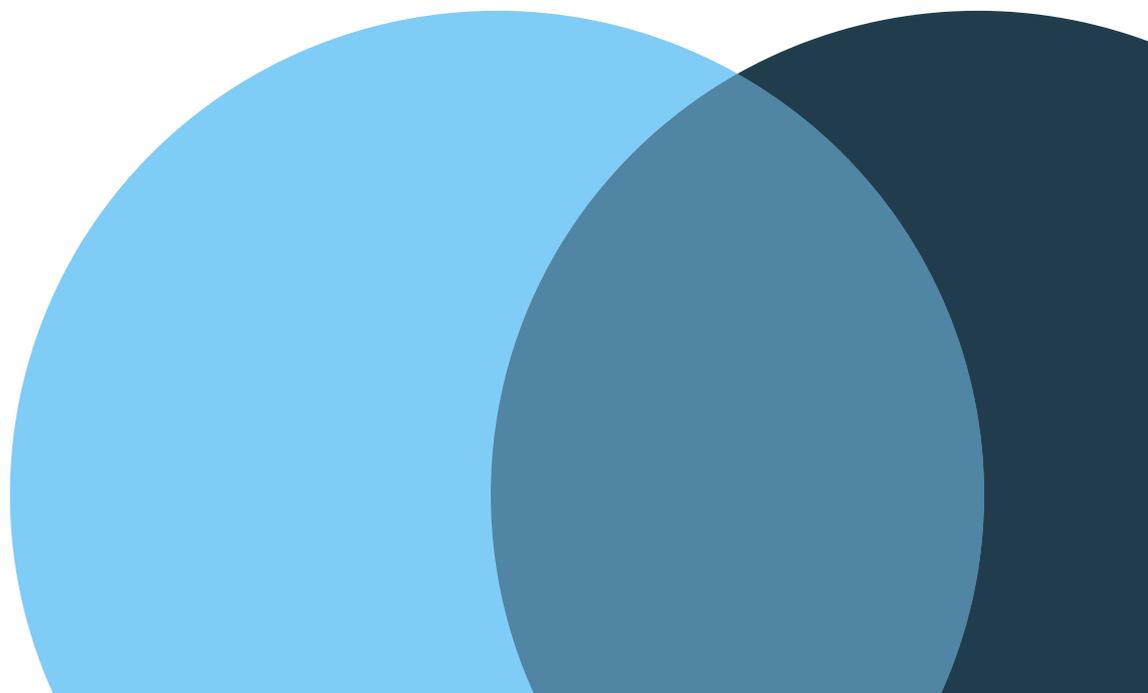




SPEAKERS PACKAGE

YHS 2022



SPEAKERS PACKAGE

WHO ARE WE?

As the largest student-run hospitality summit in the world, YHS serves as a platform for industry professionals, media members and student delegates to engage in pertinent and insightful discussions on the industry's latest topics every year.

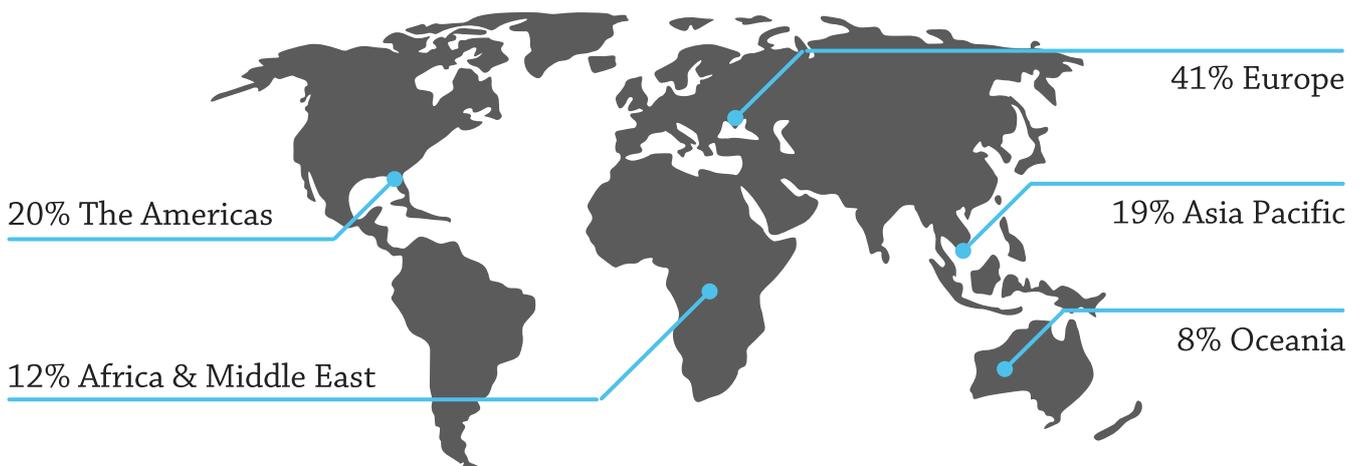
40 to 50

industry professionals

over 80

selected delegates

OUR DELEGATES



YHS 2022

7 - 9 March

After a long hibernation, the global tourism community is ready to reconnect. Our very first hybrid YHS summit offers you the best of both worlds. Streaming live from our EHL campus in Switzerland, speakers are invited to join us online or in person.



SPEAKERS PACKAGE



PAST SPEAKERS



Neil Jacobs
*CEO, Six Senses
Hotels Resorts Spas*



Anita Mendiratta
*Special Advisor to the
Secretary General,
UNWTO*



Bill Bensley
Director, BENSLEY



Ted Teng
*Former President and
CEO, Leading Hotels
of the World*



Susan Wheeldon
*Country Manager -
Australia and New
Zealand, Airbnb*



Christian Clerc
*President, Global
Operations, Four Seasons
Hotels & Resorts*



Sharan Pasricha
*Founder & CEO,
Ennismore*



Markus Müller
*Managing Director, Global
Head of Chief Investment
Office, Deutsche Bank*



Vivek Bhogaraju
*GM, Revenue Performance
Solutions, Lodging & Vacation
Rental, Expedia Group*



Henri Roelings
*Founder & CEO,
HospitalityNet*



Kris Singleton
*Chief Information
Officer, Enseo*



Craig Cogut
*Founder, Chairman
and CEO, Pegasus
Capital Advisors, L.P.*

THEME

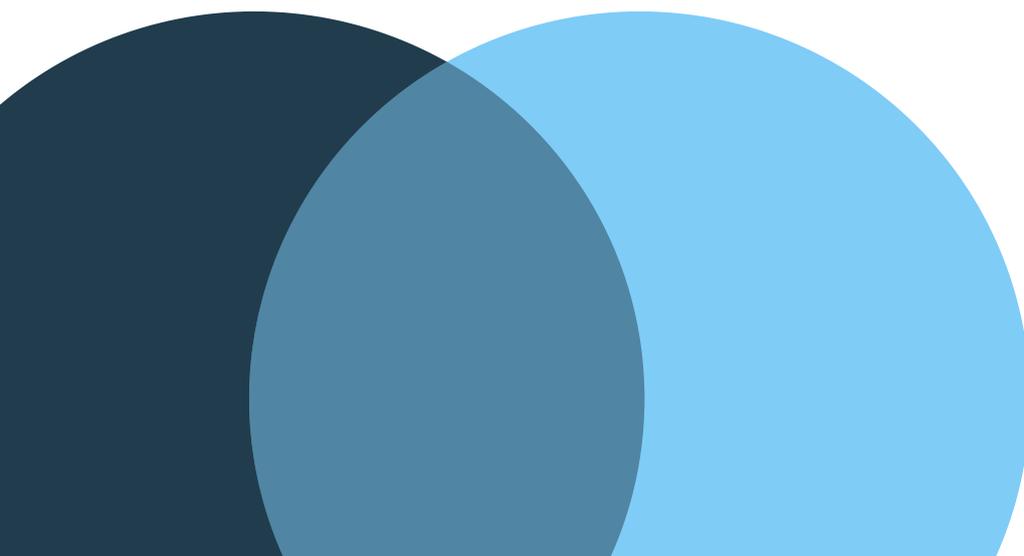


BREAKING THROUGH THE TIDE

Countless waves of the pandemic along with the economic, social and environmental issues that followed have been battering the shores of the hospitality industry over and over again. Despite it all, many have emerged more buoyant than ever.

YHS 2022 will examine how individuals, companies and governmental bodies broke through the tidal waves; leading us to a new shore that re-evaluates the very core of how we do business.

Ready to take a deep dive with us?

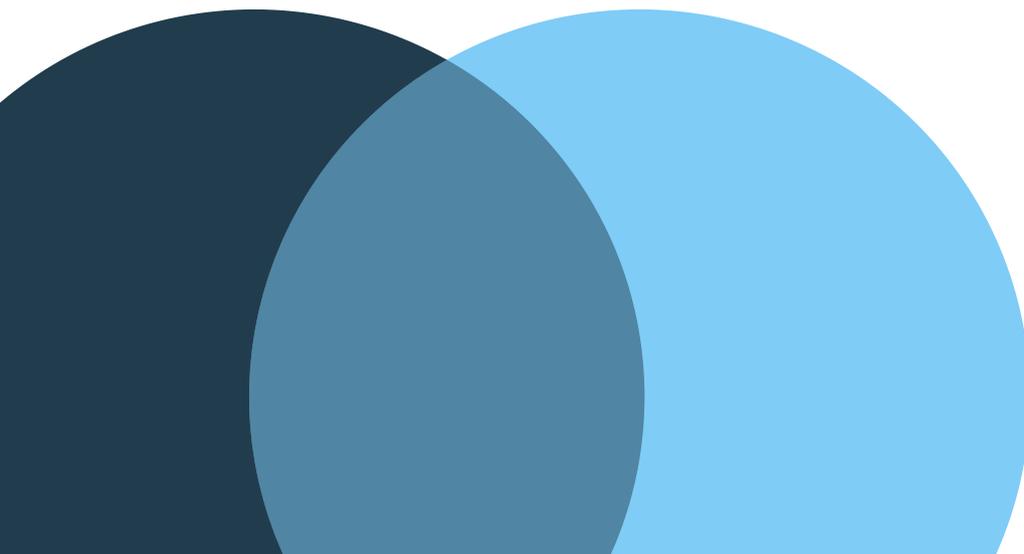




BEFORE BREAKING GROUND

Destinations are at the soul of the travel and tourism sector, with the entire industry relying on these unique places. But how are they created?

This panel will examine the necessary facets for destination development and enhancement, ranging from political implications, infrastructure, environmental studies and accessibility. Beyond the boundaries of the property line, a shift from individualism to co-evolution leads us on a holistic path of community empowerment and local integration. We will analyse frameworks that align the desires of all stakeholders while creating value for a successful tourist destination – one that is equitable, inclusive and regenerative.



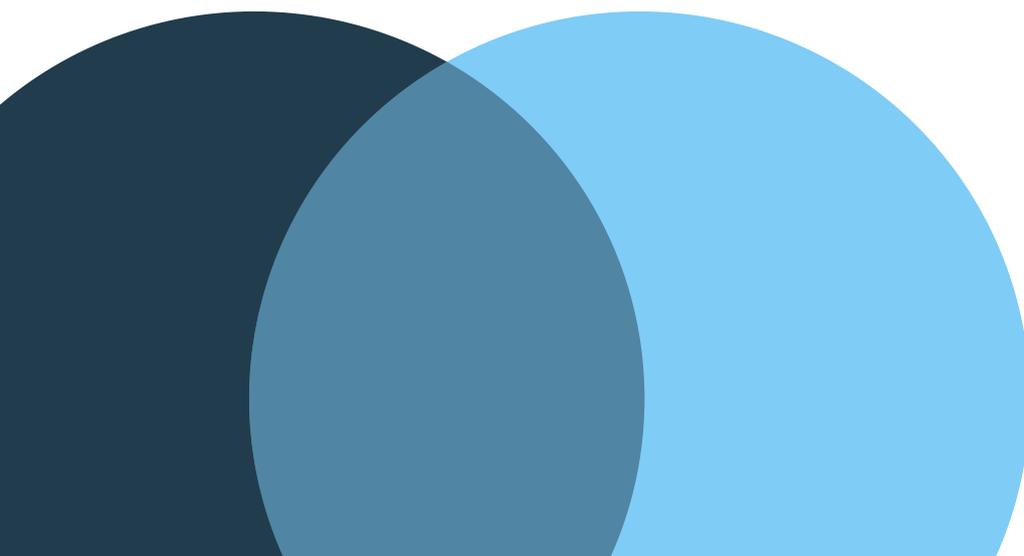
*Destination
Management*



THE FUTURE OF YOU

The Fourth Industrial Revolution and the COVID-19 pandemic sparked significant changes to the way people work and live. Provided with the flexibility to work remotely, the emergence of cloud people (those looking for location independence), including family travellers, unfolded a new travel segment: "B-Leisure"; blurring the line between business and leisure travel.

As humanity redefines how to navigate life, it calls for innovative offerings from the hospitality and tourism industry to answer to their ever-changing lifestyle and travel habits. This panel aims to discuss how hospitality providers can enable future travellers to roam the world how they envision.



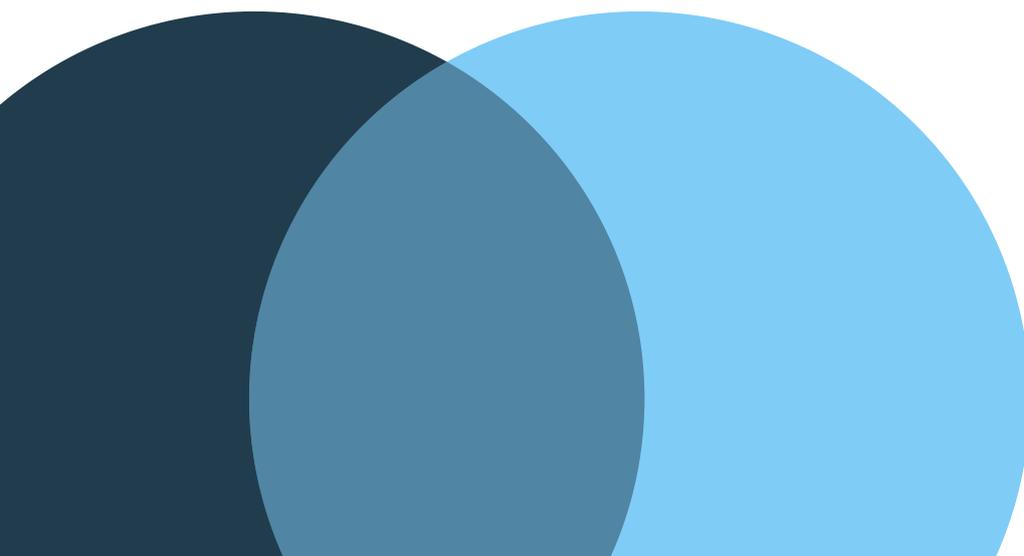
*Movement
of People*



RECONSTRUCTING LEADERSHIP

A chameleon's ability to easily blend into any environment, coupled with their 360-degree perception is crucial to navigating a crisis. The global pandemic has placed extraordinary pressure on business leaders and beyond, as the global landscape was subjected to substantial shifts of rapid digitisation, supply chain advancements, people operations and organisational hierarchy. This brings us to the questions:

1. How do leaders encompass a resilient mindset during turbulent times?
2. As the world moves in and out of economic recoveries, how will the hospitality industry continue to respond to severe labour shortages?
3. Will these alterations increase an organization's odds of success as we emerge from this strenuous leadership test?



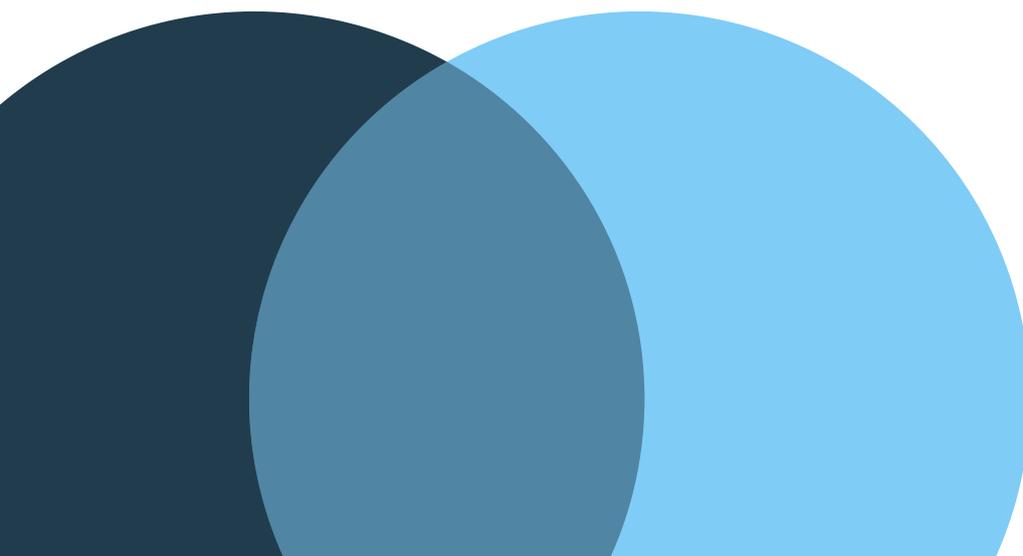
*The Managers'
Roundtable*



INNOVATING TO NET ZERO

In a tumultuous future battered by uncertainties, ESG (Environmental, Social, Governance) may be the answer for stakeholders and investors to identify material risks while foraging for growth opportunities. By and large, we see the industry's application of ESG in the different stages of a hotel's asset life cycle. From essential procurements to green investments and the re-usage of assets in line with the circular economy model, this panel aims to discuss the best practices of quantifiable ESG factors used to measure and thus guide a hotel's sustainability policies.

1. Development: How can the design, construction and financing of a hotel be 'ESG-compliant'?
2. Operations: What are some of the benefits and cost-saving aspects of investing heavily in ESG practices, that can be felt even in a hotel's daily operations?
3. Disposal: How can ESG raise the asset value of a property and thus attract a larger buyer pool?



*Measuring
Sustainability*

SPEAKERS PACKAGE



SHARE



EXCHANGE



INSPIRE

WHY SPEAK AT YHS



Inspire the young hoteliers of tomorrow and engage with thought leaders across industries, including top managers and visiting academics.



Discover and explore new industry insights and trends with a diverse group of keynote speakers and panellists.



Meet and recruit promising talent from the world's most prestigious hospitality schools.

GET IN TOUCH



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