

UNIVERSITY DAY by EHL LAUSANNE

29th March 2012 from 14.00 to 17.00
at Hotel Steigenberger

SESSIONS

- First session 14:00 – 15:30
- Coffee break 15:30 – 16:00
- Second session 16:00 – 17:00
- 17:00 – 17:30, Q&A, discussion

SESSION 1: The role of Technology in the hotel of the future – Professor Ian Millar

The role of the IT Manager has changed from being a reactive "Mr Fix-IT" to a business enabler. Hotels rely on IT for almost all of their operations and 100% of their revenue soon will be processed over the IT systems. As a result investment needs to be made into the IT resources not just the software and hardware.

Session Objectives:

- See the new technologies that are coming into hospitality.
- Understand the strategic fit of these technologies into operations and how departments will operate in the future.
- Look at Consumer electronics and see how this will drive the hotel room of the future (What guests really want).
- See how technology affects other departments.
- This session will cover both lodging and F&B
- There will be a part on mobile / Tablet technology and its impact on hospitality.

SESSION 2: Which Revenue Management for tomorrow - Professor Horatiu Tudori

Global surveys and trend analyses are inspiring the specialists in drawing the profile of the tourist of the future. Accordingly, research and essays aim at designing the hospitality services of tomorrow. How should Revenue managers conceive their mission adapted to this new generation of hotels and guests? Which new tools do they expect? What will be the place for Revenue management within the new hotel business?

Session theme and objectives

- Tomorrow's service & tomorrow's customer
- Tomorrow's hotel business model & tomorrow's Revenue Management
- Building the future

Ian Millar



Ian Millar's double expertise in the areas of hospitality and information technology sets him at the forefront of new developments in the international hospitality industry.

In addition to his BA Honours degree in International Hospitality Management from the University of Brighton, UK, he is a certified computer technician (Comptia A+).

He is also a **Certified Hospitality Technology Professional** – the first European to receive this qualification for hospitality professionals, which is awarded by HFTP (Hospitality Financial and Technical Professionals), a reputed international association which serves over 4,800 members across the world.

Professor Millar is a frequent presenter at international IT conferences and is a member of the Advisory Board of the European Hospitality Technology Education Conference (EHTEC), as well as on the advisory board for HITEC.

He is a member of the Board of Directors of HFTP (Hospitality financial and technology professionals) as the group's educational representative, with the responsibility of helping HFTP to achieve its strategic goals and to help with European expansion.

Ian Millar began his career as a Food and Beverage manager in the UK and then implemented various hospitality IT systems for companies based in London and Paris. He joined EHL in 2001.

Professor Millar has been instrumental in developing the exceptional resources and expertise available to students at the school. He created EHL's unique CyberHotel, a specially equipped and fully functional centre on campus that features best practical IT solutions in hospitality technology currently used in the industry. Professor Millar has also set up a Student Chapter for the European HFTP at EHL which regularly hosts guest speakers and meetings, and whose main purpose is the education of EHL students in the areas of technology and finance.

As of May 2011, professor Millar is the deputy director of INTEHL, the Institute of Innovation and Entrepreneurship at EHL, although he will keep his teaching duties to the area of hospitality Technology.

Horatiu Tudori



Horatiu Tudori has an MBA from the University of Lausanne (Switzerland) and a BSc degree in mechanical engineering from the University of Brasov (Romania).

Prof. Tudori has extensive business experience in service operations management in addition to his experience as a teacher, researcher and consultant. His consulting mandates were with international organizations like the International Olympic Committee, and companies like Nestlé and Migros. He has worked on several industry-funded projects investigating the conception and the implementation of Revenue Management systems in the golf business in Wallis (Switzerland) and with luxury hotel spas (France). Prof Tudori is invited to present at Revenue Management conferences in Europe.

Current research includes the feasibility and implementation of Revenue Management with non-accommodation activities of hotels, e.g. F&B, service space, spa, golf, and the impact of sustainable development strategies and customer behavior on hotel's revenue management policies and practice.