



## One-Hour KEYNOTES

Be Updated. Be Inspired.  
Join live Lectures by  
Ecole Hôtelière de Lausanne  
on Zoom exclusively for EHMA



Feb 25, 2021 – 10:00 am CET

### **Hotel Technology 2020 and beyond**

the technologies relevant to hotels in the coming years

Prof. Ian MILLAR



Apr 20, 2021 – 10:00 am CET

### **Frontlines - in – crisis**

Covid-19: tensions that have mostly impact on staffs' well-being and performance

Dr. Jie YU KERGUIGNAS



May 27, 2021 – 10:00 am CET

### **The future of the hospitality industry**

circular economy & hospitality industry  
Concept and Impact

Dr Florent GIRARDIN  
Dr Luciano LOPEZ



**Thursday Feb 25, 2021 – 10:00/11:00 am CET**

## **Hotel Technology 2020 and beyond**

the technologies relevant to hotels in the coming years

Prof. Ian MILLAR

### **Ian MILLAR**

Has been a senior lecturer of information technology at EHL for 20 years. Coming from a hospitality family, Millar has spent his entire life in the hospitality industry, originally from the UK he has lived and worked in the UK, Belgium, Thailand, France and now Switzerland. He is a designated CHTP (Certified Hospitality Technology Professional). Millar is also a Student Business Project coach for the final year bachelor students on top of his teaching. He is also the manager of the Institute of Business Creativity (IBC) at EHL. Outside of EHL Millar is the chair of the HITEC Europe advisory council, a mentor for the Metro Techstars accelerator in Berlin, coordinator of the IHIF tech hub, and a member of the advisory committee for the Global Restaurant Investment Forum (GRIF). A mentor to 5 hospitality technology start-ups he works to enhance technology usage in the hospitality industry. Finally, he received the prestigious HFTP Paragon Award for 2020 for lifetime services to hospitality technology and education.

### **Hotel Technology 2020 and beyond:**

In this session, Millar will talk about the technologies relevant to hotels in the coming years. Some were accelerated by the pandemic others a natural response to social distancing. With hotels facing challenging years, this session will inform hoteliers of the current technologies to stay and the future ones worth investment.





**Tuesday Apr 20, 2021 – 10:00/11:00 am CET**

## **Frontlines - in - crisis**

Covid-19: tensions that have mostly impact on staffs' well-being and performance

Dr. Jie YU KERGUIGNAS

## **Jie YU KERGUIGNAS**

Is Lecturer in Marketing at Ecole Hoteliere de Lausanne. She has taught many MBA and Masterclasses on digital marketing and marketing strategy, has published several research articles in leading journals including the Journal of Services Marketing and China Media Research, and her publishing has been regularly presented in internationally renowned conferences. She is also a reviewer for a few outstanding academic conferences, and a member of American Marketing Association as well as Association Française du Marketing. Her general area of expertise is in services marketing. Her recently specific research interest is in understanding and resolving the tensions embedded in the service encounter to improve service performance. Prior to her academic career, she held senior digital marketing roles in many international companies.

### **Frontlines - in - crisis:**

At no point in history has such a health and business crisis as coronavirus pandemic occurred. Only time will truly tell the impact of COVID-19 on the landscape of hospitality. Beyond the sanitary crisis, the technological advances at the intersection of frontline interactions and interfaces are also disrupting how hotels connect with their customers. In these turbulence times, frontline staffs in the hotel industry are experiencing the unprecedented tensions. What the tensions that have mostly impact on staffs' well-being and performance? How they cope with these tensions? Which service design that hotel can undertake to reduce the tensions and enhance the value co-creation with their customer to provide an unforgettable experience?



**Thursday May 27, 2021 – 10:00/11:00 am CET**

## **The future of the hospitality industry**

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Dr. Florent GIRARDIN  
Dr. Luciano LOPEZ

### **Florent GIRARDIN**

obtained a PhD from HEC Lausanne, where he also completed his bachelor and master's degree in management. Florent's academic research focuses on consumers' reactions to brand and product positioning strategies. In his doctoral dissertation, he has investigated consumers' perceptions of brand authenticity, a marketing concept that has gained increasing attention in the marketing discipline, both from academics and practitioners. His research integrates different perspectives from philosophy, sociology and psychology to better understand the mechanisms underlying consumers' formation of attitude toward brands and products as well as the impact of such attitudes on consumers' life aspects. Dr Girardin is teaching courses on Hospitality Marketing and Luxury Brand Management. His work has been published in "Journal of Consumer Psychology" and "Psychology and Marketing". He has also worked as a Growth Driver at PwC Switzerland.

### **Luciano LOPEZ**

obtained a PhD in Economics from University of Neuchâtel. He is an Assistant Professor at EHL and an economist inquisitive about many applied economic subjects. Particularly, he is specialized in foreign aid, the topic of his PhD dissertation, and in circular economy. Regarding this last topic, he likes to investigate how circular economy practices affect or will affect the hospitality and tourism industries. Dr Lopez is passionate about teaching and likes to teach in a way that involves as much as possible the student (mentally and physically) so that this latter is at the center of the lecture. An active learning process is for him the key to acquire knowledge in a long-term perspective.

### **The Future of the Hospitality Industry:**

This keynote speech has several objectives. The speakers will start by defining the concept of circular economy and how it applies to the hospitality industry. Then, they will discuss the impact of this new approach on the future of the hospitality industry. Later on, they will focus on the different circular economy practices that hotels can put in place and their potential effects on customers, concluding with an open discussion with participants on the difficulties or fears that may exist regarding the implementation of circular economy practices in their own hotels.





## Michael J. Gray

National Delegate EHMA UK & Ireland

### Michael J. GRAY

Michael's career has led him from his first role in Claridge's, to The Hotel Meurice in Paris, then to The Carlton Tower in London - subsequently becoming Hyatt Carlton Tower - and then followed a long career with Hyatt, with senior and General Management responsibilities, in London, Singapore, Canberra and Melbourne.

He retired in 2016 as Vice President Hyatt Hotels UK & Ireland and General Manager of Hyatt Regency London-The Churchill, with responsibilities for the three other hotels in the UK.

Michael "has the honour" to be the National Delegate for the UK & Ireland for The European Hotel Managers Association and considers EHMA, even more vital in these times of Pandemic and Brexit, to bind the Hospitality industry ever closer, irrespective of competitive situations.

He remains a **Master Innholder** (M.I), of which he is a former Chairman; a Liveryman of **The Worshipful Company of Innholders**; a **Fellow of the Institute of Hospitality** (F.I.H.) and a **Freeman of The City of London**.

His philosophy remains that successful hotels are driven by a combination of a sound and sensible business sense and decisions made based on these: an acute recognition and awareness of, the opportunities that present themselves, in all areas of the market, that can be adapted to the benefit of the hotel and lastly, to create an atmosphere that cares for and supports **all** with whom the hotel comes into contact- Employees, Guests, Owners, Suppliers.



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