








HSMAI's Curate

Wednesday September 11
St. James Court Hotel, London

An HSMAI Executive Insights Forum





Who	What	When
	Lunch and networking	12:30 – 13:30
Ingunn Hofseth , President & CEO, HSMAI Region Europe 	Welcome and introductions	13:30 – 14:00
Geoff Marée , Sr Lecturer Inno- vation, Design & Imagineering, Academy of Hotel & Facility Management, Breda University and a member of HSMAI Region Europe Inno- vation Advisory Board 	Design Thinking – Human-Centered Problem Solving A human-centered approach to creative problem solving that companies of all sizes can use to address seemingly insurmountable challenges. We will show examples on how you can use Design Thinking to the problem of fostering collaboration among disciplines, teams and functions.	14:00 – 15:30
Followed by an interview with Eric Brun , Senior Vice President Com- mercial at Hyatt Hotels Corporation 		
	Networking break	15:30 – 15:50
Co-chaired by:	Design Thinking – continued	15:50 – 18:00
Josje van Dongen , Head of Innovation & Hotel Manage- ment Track at Hotel Management School Maastricht and Chair of HSMAI Region Europe Innovation Advisory Board 		
and		
Eric Brun , Senior Vice President Com- mercial at Hyatt Hotels Corporation 		



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Robert A. Gilbert, President & CEO HSMAI Americas & Global 	Wrap-up	18:00 – 18:20
Stowe Shoemaker, Ph.D. Professor & Dean University of Nevada Las Vegas William F. Harrah 		
	Break before dinner	18:20 – 19:00
	Dinner	19:00

