

# LA AVENTURA DEL TURISMO / TOURISM EPIC JOURNEYS

28 AL 30 DE ENERO 2015 / JANUARY 28TH TO JANUARY 30TH, 2015

**Fiturtech'15**  
Foro de Innovación y Tecnología Turística ITH

**Mie Ene 28 / Wed Jan 28th**

**La Ilíada / The Iliad**

11 hrs. **Ponencia Apertura / Opening Keynote**  
**Irene Cano, Directora general / General Manager**  
Facebook Spain

11,40 hrs. **2xITMM: II International Travel Media Meeting** Entrevistas en vivo./ **Live interviews**  
**Presenta / Presents** Antón Álvarez, Managing Partner evercom

11,45 hs. **BioHackers: Los predecesores de Blade Runner / BioHackers: The forerunners of Blade Runner**  
**Tim Cannon, Grindhouse Wetware**

12,35 hrs. **Del BYOD a Yo soy el Dispositivo / From BYOD to I'm the device (IAD)**  
Filip Filipov, Head of B2B, Skyscanner  
José Petisco, CEO, CISCO España  
Daniel Kerzner, VP Marketing, Starwood Hotels & Resorts

13,00 hrs. **Movilidad: El fin de las apps? / The end of the apps and the next big thing in mobility**  
David Alonso, director B2B, Samsung España  
David del Val, CEO, Telefónica I+D  
David Benito, Mobile Innovation, Melia Hotels Intl

13,25 hrs. **El futuro de las búsquedas y los datos / The future of Data & Search:**  
Álvaro de Nicolás, CTO, TUI Travel A&D  
Fabrizio Giulio, Managing Director Italy & Spain, Expedia  
Mikael Quilfen, EU Regional Manager, HotelsCombined

14,00 hrs. PhoCusWright **ponencia / keynote**

14,45 hrs. **Fin jornada mañana / End of morning session**

16 hrs. **Talleres / Workshops**

16,00 hrs. **Segmentation and global client management: Business Opportunities / Segmentación y gestión global de unidades de negocio**

16,50 hrs. **Business Intelligence for Hotel Management / Business Intelligence para la gestión Hotelera \***

17,35 hrs. Intelitur

**Jue Ene 29 / Thu Jan 29th**

**El Nuevo Mundo / Voyages of Christopher Columbus**

11 hrs. **Ponencia / Keynote**  
**TourismLink: distribución online europea / TourismLink: European online distribution**  
Álvaro Carrillo de Albornoz, director general, ITH

11,10 hrs. **Ponencia / Keynote**  
**La industria ante los desafíos de tecnologías / Travel technology and industry challenges**  
Pedro Ortún, Responsible for Tourism, CSR & Consumer Goods DG Enterprise & Industry, EU Commission

11,40 hrs. **Ponencia / Keynote**  
**Innovación, tecnología y movilidad en turismo / Innovation, technology and mobility for travel**  
Vodafone

12,00 hrs. **Ponencia / Keynote**  
**Turismo Disruptivo / Disruptive Travel**  
Kike Sarasola, CEO, Room Mate Hotels

12,30 hrs. **El nuevo viajero / Meet the new traveler**  
**Panel 20x20 + Mesas de debate / Debate Panels**

**Alú Rodríguez**, Senior VP IT & Organization, **NH Hotels**  
**Sara Ranghi**, Global Customer Experience, **Melia Hotels & Resorts**  
**Tomeu Benassar**, Corporate IT Director, **Iberostar Hotels & Resorts**  
**Miquel Reyes**, CIO, **RIU Hotel & Resorts**

14 hrs. Jorge Saralegui  
**Secretary General INE/ Secretary General INE**  
**Statistics for Revenue Management: +TIC +Easy**

14,15 hrs. **Fin jornada mañana / End of morning session**

16 hrs. **Talleres / Workshops**

16,00 hrs. **Comunicación Corporativa para generar ingresos: issues en la industria hotelera / Communications to drive Revenue: key issues in hotel industry**  
Evercom Consultores de Comunicación

17,00 hrs. **Ponencia / Keynote**  
Juan Pablo González, manager, ASHOTEL  
**Nosolocamas Initiative**

**Vie Ene 30 / Fri Jan 30th**

**2001: Odissea en el Espacio / 2001: The Space Odyssey**

**Friday4Tech**  
11 hrs. **Ponencia / Keynote**  
**Campus Google for Entrepreneurs Madrid**  
Esperanza Ibañez, Manager de Políticas y Asuntos Públicos,, Google España

11,30 hrs. **Ponencia / Keynote**  
**Smart Money for Smart Ideas / Smart Money for Smart Ideas**  
Ferrán Martínez, Chairman & Partner, LanzaMe\*

**HotelGen3: Herramientas para el hotel de tercera generación / Tools for the Third Generation Hotel**

**Panel 20x20**

12:30 hrs. Live Translation - TheGlobalPassword  
12:37 hrs. Leap Motion - Exipple  
12:44 hrs. Water Management- BNSTAR  
12:51 hrs. Hotel of the Future – Broomx

13 hrs. **Ponencia / Keynote**  
**Trazando al turista: Balizas inteligentes / Tracking the traveler: beacons**  
Francisco Cabrera, CEO, Gennion

13,30 hrs. **Fin de fiesta y cóctel / Closing Party & Cocktail** by Inmark Recursos Humanos

**ITH Hotel GEN3 Demo Lab**  
**Exhibition Area: ITH Hotel GEN3 Demo Lab**  
**Showroom permanente / Three-days showroom**

\* Por confirmar / TBC

Partners

