



ASSOCIATION MONDIALE POUR LA **FOR**MATION HOTELIERE ET **T**OURISTIQUE
 ASOCIACION **M**UNDIAL PARA LA **FOR**MACION HOSTELERA Y **T**URISTICA
 WORLD **A**SSOCIATION FOR **H**OSPITALITY AND **T**OURISM **E**DUICATION AND **T**RAINING

XIX International Forum AMFORHT- ANESTUR 2015 / Palma de Mallorca

Programme

Date / Time		Venue	Activity	Attire
Thursday 08th Oct. 2015	9:00 – 11:00	ETB- <i>Condes de la Cueva</i> Palace	Participant registration	Smart casual
	11:00 – 15:00	EHIB-Escuela de Hostelería de les Illes Balears	Guided visit to Escuela de Hostelería de les Illes Balears Show-cooking with Michelin Star chefs	
	16:00 – 18:00	ETB- <i>Condes de la Cueva</i> Palace	ANESTUR meeting	
	16:00 - 18:00	Parallel Activity	Visit to Esment Catering School	
	18:00 - 19:00	ETB- <i>Condes de la Cueva</i> Palace	AMFORHT Board Meeting. Topic: forum organization	
	19:00 - 20:00	ETB- <i>Condes de la Cueva</i> Palace	Welcome cocktail: «First-time Attendees » Participant registration	
	20:00 - 22:00	ETB- <i>Condes de la Cueva</i> Palace Gothic patio	Buffet dinner open to all members	
Friday 09th Oct. 2015	8:30 – 9 :00	ETB- <i>Condes de la Cueva</i> Palace	Participant registration	Smart casual
	9:00 – 9:30	Ajuntament de Palma	Opening ceremony and meeting with the media	
	9:30 – 10:15	ETB- <i>Condes de la Cueva</i> Palace Room 35	Plenary session #1 Dr. Eduardo Fayos-Solá – President of Ulysses Foundation "t-Intelligent Futures: The Role of Education and Innovation in Tourism"	
	10:15 – 11:15	ETB- <i>Condes de la Cueva</i> Palace Room 35	Professional panel #1 – “How to deal with the needs of the Industry?: Hotels” Participants: Grupo Barceló – Ana Domínguez (Responsable Formación y Desarrollo) Grupo Iberostar – Oscar González (Director Marketing Europa) Grupo Piñero (Bahía Principe) (pendiente confirmación asistente) Melia Hotels International (pendiente confirmación asistente) Riu Hotels – Catalina Alemany (Manager Corporate Social Responsibility) Moderator: Domènec Biosca	
	11:15 – 11:45	Gothic patio	Coffee break	

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Friday 09th Oct. 2015	11:45 – 12:15	ETB- <i>Condes de la Cueva</i> Palace Room 35	Plenary session #2 Dr. Jens Friis Jensen - Vice Head of Dpt of Communication, Business and Information Technologies (CBIT), Roskilde University, Denmark “NICE (New Innovative Customer Experiences) a model for mutual innovation across the value chain - The role of research and education in tourism industry development at destination level”	Smart casual
	12:15 - 12:45	ETB- <i>Condes de la Cueva</i> Palace Room 35	Plenary session #3 Sra. Soledad Seisdedos – Director of AENOR (Illes Balears)	
	12:45 - 13:45	ETB- <i>Condes de la Cueva</i> Palace Room 32	Speed networking #1	
	13:45 - 15:15	Restaurante Es pes de sa palla	Lunch	
	15:15 - 15:45	ETB- <i>Condes de la Cueva</i> Palace Room 35	Plenary session #4 Mr. Steve Hood - Senior Vice President of Research for STR (Smith Travel Research)	
	15:45 - 16:45	ETB- <i>Condes de la Cueva</i> Palace Room 35	Professional panel #2– “How to deal with the needs of the Industry?: Distribution sector” Participants: -Globalia Corporacion (pendiente confirmación asistente) -Hotelbeds Group – Carlos Feliu (Director General Bedsonline) -Logitravel – Ovidio Andrés (Consejero Delegado) -Comming2 (Grupo Piñero) – Eduardo Zamorano (Director General) Moderator: ANESTUR	
	16:45 - 17:45	ETB- <i>Condes de la Cueva</i> Palace Room 35	Professional panel #3– “How to deal with the needs of the Industry?: Private/Public partnership and innovation” Participants: -IDISO – Luis del Olmo (Chairman) -IECISA – Josep Romagosa (Director for Balears) -OMT – Yolanda Perdomo (Directora Programa Miembros Afiliados) -SEGITTUR – Carlos Romero (RDI Director) Moderator: Eduardo Fayos-Sola	
	17:45 - 18:45	ETB- <i>Condes de la Cueva</i> Palace Room 32	Speed networking #2	

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	18:45 - 20:15	ETB- <i>Condes de la Cueva</i> Palace	AMFORHT Board Meeting. Topic: preparation of General Assembly		
	21:00 – 24:00	Restaurant Deliciosa Marta	Gala Dinner AMFORHT Award Ceremony		Gents: dark suit Ladies: cocktail dress
Saturday 10th Oct. 2015	9 :00 – 11 :00	ETB- <i>Condes de la Cueva</i> Palace	AMFORHT General Assembly		Smart casual
	11 :00 - 11:30		Coffee break		
	11:30 - 13:00		AMFORHT General Assembly		
	13 :00 – 13 :30	ETB- <i>Condes de la Cueva</i> Palace	Closing Ceremony		
	13:30 - 15:00	ETB- <i>Condes de la Cueva</i> Palace Gothic Patio	Typical Majorcan menu		
	15:30 - 20 :00	Palma city center	Guided walking tour in Palma's medieval quarter (16:00 - 17:30) Free (17:30 – 20:00)	Hop-on-hop-off tourist tour (free access) (16:00 – 20:00)	
	20:00–23:00	Tast - Tapas Restaurant	AMFORHT farewell/fraternity dinner		
Sunday 11th Oct. 2015	From 09:00 on	Palma	Airport		

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