










3-IN-1 PROGRAMME: Health Tourism Industry Conference, ILHA's European Luxury Hospitality Summit and Taste The Mediterranean Festival, Rovinj, Croatia, 2017





February 28th (Tuesday)

START	MAIN TOPIC	SPEAKER	HALL
8:00	Registration		Lobby 2 nd flr
9:30 – 10:00	Opening speeches	Garry Cappelli , Minister of Tourism, Croatia Luka Burilovic , President, Croatian Chamber of Economy, Croatia	1
10:00 – 11:00	HTI PRESENTATIONS Health tourism impact on economical, demographical and ecological EU sustainability	Jonathan Edelheit , Co-founder & CEO, Medical Tourism Association® (MTA), USA Dragan Primorac , Internationally Awarded Scientist and Author, Croatia Jai Verma , Managing Director & Global Head of B2G, Cigna Global Health Benefits, UAE	1
11:00 – 11:30	Coffee Break		
11:30 – 13:00	HTI PANEL EU Funding and Health Tourism 	WELCOME NOTE: Ana Claudia Tapardel , Member of the European Parliament, Committee on Transport and Tourism, Romania MODERATOR: Andrea Zavorović , Founder and Director, Eupro Consulting, Croatia Zdravko Počivalšek , Minister of Economic Development and Technology, Slovenia Hrvoje Galičić , Advisor to the Management Board, Croatian Bank for Reconstruction and Development (HBOR), Croatia Frederic E. Teboul , Founding-President and CEO, Cuba Grupo, France António Ramalho , CEO, MD Tour Innovation, Portugal	1
11:30 – 12:15	TTM PRESENTATION Mediterranean adequacy certification for the well-being, good cooking, and cultural value of traditions	Prof. Laura Di Renzo, PhD , University of Rome Tor Vergata, Italy	2
12:15 – 13:00	TTM PRESENTATION How does our food impacts our environment?	Sonja Karoglan Todorović , Ecologica.hr, Croatia	2
13:00 – 14:00	Lunch Break		Rest. 'ON'
14:00 – 14:40	HTI PRESENTATION + Q&A Innovations in Global Healthcare Insurance Reflecting Health Tourism	Jonathan Edelheit , Co-founder & CEO, Medical Tourism Association® (MTA), USA	1
14:50 – 15:30	HTI PRESENTATION + Q&A Advanced Consumer Marketing	Fergus Linskey , Chief Executive Officer for Medical Tourism Media, USA	1
14:00 – 15:30	TTM WORKSHOP Belgian Food Mood – Flavours and food researches in Belgium	Iconic Flavours of Belgium Kunty Moureau , Art and Design Curator, Founder of Belgian Food Mood, Belgium Pepperron® Francois Comeliau , Owner and Inventor of the first seasoning mist that enhances naturally the taste of food, Belgium Smart Gastronomy Lab Gaetan Richard , Scientific Manager of the Smart Gastronomy Lab, Belgium	2
14:00 – 15:30	EHTI SUMMIT 	EUROPEAN HEALTH TOURISM INDUSTRY SUMMIT (Closed Session by invitation only)	4
15:30 – 16:00	Coffee Break		
16:00 – 17:30	HTI PANEL Future trends, technologies & digital creativity	MODERATOR Araba Sam , Director, Gynecological Robotic Surgery, President American Assoc. of Concierge Obs and Gynae, USA Murat Kucukkaya , Senior Advisor, Global Services, Houston Methodist Global Health Care Services, USA Prem Jagyasi , Award winning Strategic Leader, Renowned Author, Publisher and Global Speaker, India Kenk Tezcan , General Manager, B-Wise, Turkey	1
16:00 – 17:00	TTM PANEL The role of gastronomy in tourism destination management	Vittorio Castellani , Journalist & Food Writer, Italy Željana Udovičić , Dubrovnik FestiWine PR, Croatia Ingrid Badurina Danielsson , Taste the Mediterranean Festival Founder and General Manager, Croatia	2
16:00 – 18:00	HTI HOSTED BUYER PROGRAMME 	Croatian National Tourist Board workshop "Buy Croatia" - health tourism / MEETING WITH BUYERS	5 & 6
17:00 – 18:00	TTM WINE TASTING   	Tasting of the best Croatian wines led by Mira Šemić , WSET sommelier, Slovenia	2

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START	MAIN TOPIC	TOPIC/CHEFS	HALL
18:00 – 19:30	HTI INITIATIVE 	2nd EUROPEAN BUYERS INITIATIVE (Closed/Private Session – for buyers only)	4
20:00 – 22:00	VIP Dinner prepared by Michelin starred chefs 	Chef Lionel Levy , Hotel Dieu Intercontinental, rest. Alcyone, Marseille, France, Michelin * Chef Filippo Saporito , restaurant La leggenda dei frati, Firenze, JRE Italy, Firenze, Italy, Michelin * Chef Fernando Arellano , restaurant Zaranda, Castell Son Claret, Mallorca, Spain, Michelin ** Chef Xavier Boyer , Hotel Peninsula, rest. Gaddi's, Hong Kong, France/China, Michelin ** Chef Ippei Uemura , restaurant Tabi No Yume, Marseille, Gault&Millau, France/Japan	Rest. 'L'
 ZEN ZONE BY ENERGY CLINIC (All day programme)			Zen Zone / VIP Lounge

March 1st (Wednesday)

START	MAIN TOPIC	SPEAKER	HALL
8:00	Registration		Lobby 2 nd flr
9:30 – 10:10		Power Networking	1
10:20 – 11:00	ILHA PRESENTATION Exploring Customer Service and the High Net Worth Guest	Paul Ruffino , Chief Operating Officer of Hospitality Management Services, Inc.	1
9:30 – 11:00	HTI PANEL Luxury wellness reaching healthcare 	MODERATOR Chris Riga , Senior Consultant- Hospitality & Travel Industry, France Rania Kimrakji , Business Consultant, Medical, Wellness & Recreation Tourism advisory, UAE Cornelius O'Shaughnessy , Co-founder and director, Bodhimaya, UK Mike Wallace , Brand Manager and Spa Director, Danubius Hotel Chain, Hungary Mara Doljak , CEO and Owner, Aromara and Aroma Academia, Croatia	2
11:00 – 11:30	Coffee Break		
11:30 – 12:30	ILHA PANEL Developing a Sense of Place 	Eva LaRue , Star of TV's CSI Miami & Luxury Travel Ambassador for Dot Luxury Ronald L. Vlasic , Regional Vice President of Hotels Kimpton Hotels & Restaurants Peter Lösch , Director of Luxury Division, Maistra d.d. Andrea Baptiste , President and CEO of Benbria Corporation Paul Ruffino , Chief Operating Officer of Hospitality Management Services, Inc.	1
12:40 – 13:00	ILHA PRESENTATION Key Trends in Luxury Guest Experience	David Flam , Marketing Director, Maistra d.d.	1
11:30 – 13:00	HTI PANEL Specific marketing and PR instruments with immediate payback	MODERATOR Renee Marie Stephano , President and Co-founder, Medical Tourism Association®, USA Julia V. Khomych , President and General Manager, Inbound medical tourism club "inUkraine" and Medical Guide Company, Ukraine Natalia Strokovska , Owner and Editor-in-chief, DoctorGEO, Russia Cheurombo Pswarayi , Director, MedTours Africa and CJV Medical Supplies, Zimbabwe Sophie Benge , Journalist and author, UK	2
13:00 – 14:00	Lunch Break		Rest. 'ON'
14:00 – 14:40	ILHA PRESENTATION Food & Beverage Trend Report, Licensing, and Franchising	Simon Taylor , Head of Business Development, International Restaurants, Conde Nast International	1
14:50 – 15:30	ILHA PRESENTATION Recruiting for Luxury: How to Build a Plan That Attracts Top Talent	Vaibhav Garg , Cluster Director of Talent & Culture, AccorHotels	1
14:00 – 15:30	PANEL Croatian clinics – an emerging EU brand 	MODERATOR Ognjen Bagatin , General Manager, Poliklinika Bagatin, Croatia Nikola Čičak , Orthopaedic Surgeon, Co-founder and Deputy Manager, Akromion Special Hospital for Orthopaedic Surgery, Croatia Irena Rapoport , Head of ABT Educational Business Development, Israel Valeria Albertin , Partner and Sales Director, International Medical Tourism Exhibition, Italy Marinko Rade , Head at Orthopaedic and Rehabilitation Hospital "Prim.dr.Martin Horvat", Croatia	2
14:00 – 15:30	EHTTA FORUM The Thermal Atlas of Europe 	HOST Marcel Medak , Director, Daruvar Thermal Spa; President, Health Tourism Cluster, Croatia Mario Crecente , Architect and Founder, Crecente Asociados, Spain Ernest Svažić , Mayor of Krapinske Toplica, Croatia Luca Bruschi , International relationships, European Historic Thermal Towns Association (EHTTA), Italy	4
15:30 – 16:00	Coffee Break		

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START	MAIN TOPIC	SPEAKER	HALL
16:00 – 16:40	ILHA PRESENTATION Travel and Tourism: Global Overview and Trends 	Cosmin Dan , Research Analyst, Euromonitor International	1
16:50 – 17:30	ILHA PRESENTATION The Impact of Online Reviews on Hotel Sales	Philip Heinemann , Business Development Manager, TrustYou	1
16:00 – 17:30	HTI PANEL Thermal spas and rehabilitation centres are going big 	MODERATOR Paulo Moreira , Editor-in-Chief, International Journal of Healthcare Management, Portugal Giuseppe Bellandi , President, European Historic Thermal Towns Association (EHTTA), Italy Radmila Khaznadar , Healing Spa Bizovačke toplice, Croatia Emma Gonzalez , Deputy Director, Termatalia, Spain Violetta Ianyshevska , Chairman and Co-founder, Ukrainian Association of Medical Tourism, Ukraine	2
16:00 – 18:00	HTI HOSTED BUYER PROGRAMME WORKSHOP 	Croatian National Tourist Board workshop "Buy Croatia" - health tourism / MEETING WITH BUYERS	5 & 6
17:30 – 18:30	ILHA COCKTAIL 	Cocktail powered by Belvedere & Hennessy + Networking Reception	Lobby 0 flr
20:00 – 23:00	HTI GALA DINNER AWARDS 	Medical Tourism Index will be awarding recognitions to the best European medical tourism destinations	1 & 2
23:00	3-IN-1 PARTY		Night Club
ZEN ZONE BY ENERGY CLINIC (All day programme)			Zen Zone / VIP Lounge

TTM WORKSHOP MASTERCLASS by Michelin starred chefs




START		CHEF	HALL
8:30	Registration		Lobby 2 nd flr
9:00 – 10:00		Chef Filippo Saporito , restaurant La leggenda dei frati, Firenze, JRE Italy, Firenze, Italy, Michelin *	Rest. 'L'
10:00 – 11:00		Chef Fernando Arellano , restaurant Zaranda, Castell Son Claret, Mallorca, Spain, Michelin **	
11:00 – 11:30	Coffee Break		
11:30 – 12:30		Chef Ippei Uemura , restaurant Tabi No Yume, Marseille, Gault&Millau, France/Japan	Rest. 'L'
13:00 – 14:00	Lunch Break		Rest. 'ON'
14:00 – 15:00		Chef Lionel Levy , Hotel Dieu Intercontinental, restaurant Alcione, Marseille, France, Michelin *	Rest. 'L'
15:00 – 16:00		Chef Xavier Boyer , Hotel Peninsula, restaurant Gaddi's, Hong Kong, France/China, Michelin **	

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March 2nd (Thursday)

START	MAIN TOPIC	SPEAKER	HALL
8:00	Registration		Lobby 2 nd flr
9:30 – 10:10	ILHA PRESENTATION Revolutionizing Travel 	Vladimir Varnavskii , Managing Director, Tink Labs, Central and Eastern Europe	1 & 2
10:20 – 11:00	ILHA PRESENTATION Driving Revenues in Every Aspect	Vlatka Barcan , Director of Revenue, ONE UN NY, Millennium Hotels	
11:00 – 11:30	Coffee Break		
11:30 – 12:10	ILHA PRESENTATION Wellbeing Hospitality: The Mega Trend Hotels & Resorts Cannot Afford to Ignore	Roger Allen , Group CEO, Resources for Leisure Assets	1 & 2
12:20 – 13:00	ILHA PRESENTATION Resort Based Wellness Program 	Steven J. Saltzman , M.D. and Founder Vitality 7	
13:00 – 14:00	Lunch Break		Rest. 'ON'
14:00 – 14:40	ILHA PRESENTATION How Today's Thirst for Authenticity is Shaping Luxury Hospitality 	Nancy Friedman , Principal, MMGY Global	1 & 2
14:50 – 15:30	ILHA PRESENTATION The Luxury of an Upgrade	Drake Beil , President, Drake Beil & Associates Dana Beil , Vice President of Training and Development, Drake Beil & Associates	1 & 2
15:40 – 16:20	ILHA PRESENTATION Designing for Luxury: Urban vs. Rural	Steve Henry , Principal, BAMO	1 & 2

EDUCATION & WORKSHOP

START	MAIN TOPIC/SPEAKER	TOPIC	HALL
8:00	Registration		Lobby 2 nd flr
10:00 – 11:00	EDUCATION Advanced Consumer Marketing by Fergus Linskey , CEO for Medical Tourism Media, USA 	Allocating marketing spend via audience, location, interest & time Leveraging social media & new social media to attract / engage patients The importance of videos in healthcare marketing Tracking pPatients from anonymous IP to booked patient and beyond	4
11:00 – 11:30	Coffee Break		
12:00 – 14:00	WORKSHOP Advanced Consumer Marketing by Fergus Linskey , CEO for Medical Tourism Media, USA 	Unified digital footprints - best practices for developing high converting websites, mobile sites, landing pages and social media platforms under one cohesive brand and message The Importance of Smart Sites - Leveraging Marketing Automation and CRM integrations to serve the entire patient care continuum from anonymous IP to booked patient and beyond Marketing personal development - understand and segment your target markets on a personal level Digital marketing campaign development - learn how to build out an omni-channel digital marketing platform to reach your audience across multiple media channels and devices Patient Acquisition Cost Optimization - optimize your digital platforms and campaigns to drive down cost per acquisition of new patients Patient Experience Management (PXM) - how to leverage marketing automation technology hospitality industry tactics to nurture, engage and convert more patients Q & A	4