



ONLINE EVENT

Semi-finals

Sustainable Hospitality Challenge

31 March 2021 | 12pm CET – 3pm CET

Event schedule

Grand Opening	Main Stage	12:00 CET
Award winning speaker James Taylor	Main Stage	12:20 CET
Student Pitches Future Brand	Breakout Room 1	12:45 CET
Student Pitches Future Space	Breakout Room 2	12:45 CET
Student Pitches Hospitality of Tomorrow	Breakout Room 3	12:45 CET
Award winning Sand Artist Kseniya Simonova	Main Stage	13:45 CET
CEO Forum	Breakout Room 1	13:55 CET
Tombola	Main Stage	14:30 CET
Closing	Main Stage	14:40 CET



Micro Schedule Pitches

Dimension 1: OpCo: Future Brand

12:48 – 12:54 Hong Kong Polytechnic University School of Hotel and Tourism Management
12:56–13:02 Ryerson University – Ted Rogers School of Management
13:04–13:10 Hotel Management School NHL Stenden
13:12–13:18 Shannon College of Hotel Management
13:20–13:26 Haaga Helia University of Applied Science
13:28–13:34 Hotel Institute Montreux
13:36–13:42 ITHQ Québec

Dimension 2: PropCo: Future Space

12:49 – 12:55 ZUYD Hotel Management School Maastricht
12:57–13:03 Modul University Vienna
13:05–13:11 Hotelschool The Hague
13:13–13:19 Cornell School of Hotel Administration – Cornell University

Dimension 3: Hospitality of Tomorrow

12:49 – 12:55 Griffith University Australia
12:57–13:03 Taylor's University Malaysia School of Hospitality Tourism & Events
13:05–13:11 EUHT StPOL Barcelona – University College of Hospitality and Culinary Arts
13:13–13:19 Université de Cergy-Pontoise Paris Seine
13:21–13:27 École hôtelière de Lausanne
13:29–13:35 Chaplin School of Hospitality and Tourism Management – Florida International University

Jury



Marloes Knippenberg
CEO
Kerten Hospitality
Speaker & Innovator



Dirk Bakker
CEO
Netherlands & Head of
Hotels EMEA
Colliers



Hans Meyer
Co-founder and Managing
Director
ZOKU



Dimitris Manikis
President & Managing
Director EMEA
Wyndham Hotels & Resorts



Peter Cole
CEO
Design Hotels AG



Milan Arandelovic
COO Hotel Division
Aroundtown SA
Head of Jury SHC



Michael Wale
CEO
Abercrombie & Kent
Board Member Kerzner
International



Caro van Ekelen
Independent Consultant
Former SVP
Transformation, Learning &
Development
Accor Hotels



Gitta Brückmann
Market Vice President
Germany, Austria,
Switzerland
Marriott International

Jury



Frits van Paaschen

CEO

Former CEO Starwood
Advisor BigSpring
Board Member Sonder Inc.
Chairperson Convene
Speaker and Author



Anthony Mallows

Passionate about
sustainable design.
Former President and CEO
WATG and Wimberly
Interiors



Stefan Breg

Group Strategy Director
KEANE Brands

Supporting Jury – Finalists 2019



Marie Derycke

Pre Opening Management Trainee
Botanic Sanctuary Antwerp

The best report – SHC 2019

Hotel Management **ZU**
School Maastricht **YD**



Claire van Haarst

E&M communications intern
KLM Royal Dutch Airlines



Annie Bird

Intern
Kerten Hospitality

The best overall concept &
best innovation – SHC 2019



Jasmine Burji

Director of Member Relations
Indigenous Tourism Ontario

Finalists – SHC 2019



Mathilde Blethon

PM & CSR Coordinator
Cotton Lifestyle Group



Farah Reiding

Graduate
École Hôtelière de Lausanne

Entertainment



James Taylor

A keynote speaker, author and entrepreneur



For over 20 years, James has been teaching entrepreneurs, educators, corporate leaders, writers and rockstars how to build innovative organizations and design the creative life they desire. After advising some of the world's most creative individuals and companies, ranging from Grammy-award winning music artists and best-selling authors to Silicon Valley startups and innovative multi-nationals, James designed a framework for creativity that helps individuals and organizations achieve exponential growth. James is also a Fellow of the Royal Society of the Arts (F.R.S.A.) whose Fellows have included global innovators and leaders including President Benjamin Franklin, Sir Tim Berners-Lee, Bob Dylan, Adam Smith, Nelson Mandela and Professor Stephen Hawking.

Past clients include:  **SONY** **IBM**  **VISA**



Kseniya Simonova

Sand Artist



Winner of «Ukraine's got talent» and finalist of America's got talent, announced as Internet-sensation by «The Guardian». She creates beautiful and touching stories with just sand and her hands. She is the most viewed sand artist on Internet. She was invited to show her art before Royalty and Presidents, among them are the Royal Family of Thailand, Queen of Denmark, Princess of Denmark, Royal Family of Morocco, Royal Family of Bhutan, members of Royal Family of Great Britain, Royal Family of Bahrain, and also Presidents of Malta, Poland, Ukraine, Russia, Kazakhstan, Turkey and many others. The most respected stages of the world accepted her art — from Special Olympic Games closing ceremony in Athens to YouTube Symphony orchestra Gala in Sydney Opera house.

Past clients include: **Ferrari** **Dior** Ermenegildo Zegna  *Cadillac*

CEO Forum



CEOs:



Frits Dirk van Paasschen



Peter Cole



Marloes Knippenberg



Caro van Eekelen



Dirk Bakker



Gitta Brückmann



Dimitris Manikis



Milan Arandelovic



Michael Wale



Hans Meyer

MODERATED BY

Paul Griep & Lynndell Melles



Participating universities



Shannon College
of Hotel Management



Teams



Anja, Nicolas & David
Hotelschool The Hague



Fei & Aafke
Hotel Management School Maastricht



Angeline, Kevin & Namiq
Taylor's University Malaysia



Guillermo, Víctor & Clàudia
EUHT StPOL Barcelona



Qian, Sung & Chenxi
The Hong Kong Polytechnic University



Noemi & Paul
Modul University Vienna

Teams



Essi & Guillaume
Haaga-Helie



Erika, Summer & Jennifer
Florida International University



Adam, Fiona & Jane
Cornell University



Caitlin, Mengni & Isabella
Griffith University



Luise, Nick & Victor
Hotel Management School NHL Stenden



Raina, Brian & Michelle
Ryerson University

Teams



Yahya, Ines & Hanh
Cergy Paris University



Mara, Chen & Felix
Hotel Institute Montreux



Rose-Marie, Laurence & Frederick
ITHQ Canada



Jeanine, Victoria & Pádraic
Shannon College



Eve, Lukas & Stefano
EHL



"LET'S CREATE SUSTAINABLE FUTURES TOGETHER"



Sustainable Hospitality Challenge



shc_hospitality



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