



The first-ever HSMA Sales & Marketing Summit

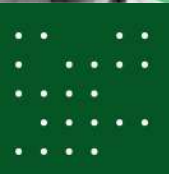
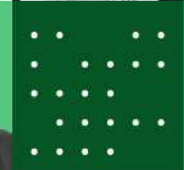
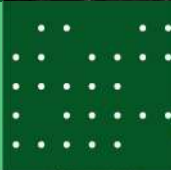
ELEVATE the GAME

Taking the Lead Towards
Global Competitiveness

Thursday | October 12, 2023

9:00 AM to 6:00 PM

Manila Ballroom | Manila Marriott Hotel





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Manila Ballroom | Manila Marriott Hotel

8:00 AM
8:30 AM
8:35 AM

Registration & Morning Snack Upon Arrival
Philippine National Anthem
Invocation

Ms. Margie Munsayac

HSMA Chair | Vice President Sales & Marketing, Bluewater Resorts

8:40 AM – 9:00 AM

Welcome Remarks

Ms. Loleth So

HSMA President | Area Director of Sales & Marketing,
Savoy & Belmont Hotel Manila, Megaworld Hotels & Resorts

9:00 AM – 9:30 AM

“One Philippines: Tourism is Everyone’s Business”

Speaker: Ms. Maria Margarita Montemayor Nograles

Chief Operating Officer

Tourism Promotions Board (TPB) Philippines

9:30 AM – 10:00 AM

“Hospitality Stakeholders’ Initiatives Towards Global Competitiveness”

Speaker: Mr. Benito C. Bengzon, Jr.

Executive Director

Philippine Hotel Owners Association

10:00 AM – 11:00 AM

**“Driving global competitiveness through an elevated
Filipino Brand of Service: Globalizing home-grown brands
and Filipinizing international brands.”**

Panelists:

Mr. Bruce Winton, Multi-Property Vice President Philippines, Marriott International

Mr. James Montenegro, Country Manager, Chroma Hospitality Inc.

Mr. Philip Barnes, Country General Manager, The Ascott Limited Philippines

Mr. Bobby Horrigan, Founder & CEO, Horrigan Hospitality Services Inc.

Ms. Peggy Angeles, Exec. Vice President, SM Hotels and Conventions Corp.

Moderator:

Ms. Cleofe Albiso, Managing Director, Megaworld Hotels & Resorts

11:00 AM – 11:45 AM

**“Business Outlook: Recovery in the hospitality industry from
the perspective of an Economist”**

Speaker:

Mr. Jonathan Ravelas, CTA

Financial Literacy Advocate

11:45 PM – 1:15 PM

Buffet Lunch

1:15 PM – 2:00 PM

“Developing globally competitive Filipino Hoteliers – Strategic, Efficient and Entrepreneurial”

Speaker: Ms. Wilma Estaura

Group Director of Human Resource, Ayala Hotels and Resorts

2:00 PM – 2:45 PM

“Navigating Hotel Distribution Challenges with Technology and Strategy”

Speaker: Mr. Chris Legaspi, CDMP, CRME

Vice President Commercial, Archipelago International Hotels, Resorts & Residences

2:45 PM – 3:30 PM

“The Power of Short Form Videos for Hotels”

Speaker: Mr. Tejveer Singh Bedi

Head of Travel and Tourism, SEA Tiktok

3:30 PM – 4:15 PM

“Digital Trends in the Hospitality Industry”

Speaker: Dr. Donald Patrick Lim

Chief Operating Officer, DITO CME | Chief Innovation Officer, Udenna Corporation

4:15 PM – 5:15 PM

“Career Journey of Industry Leaders: The Lessons, the Wins and Everything in Between”

Panelists:

Ms. Cathy Nepomuceno, Senior Vice President, Head of Sales & Operations, Discovery Hospitality

Ms. Agnes Pacis, Vice President – Commercial, SM Hotels and Conventions Corp.

Ms. Joy De Mesa, Group Director of Sales & Marketing, Robinsons Hotels & Resorts

Ms. Sophia “Khendy” Altamirano, Market Director of Sales & Distribution, National Director of Sales, Marriott Philippines

Ms. Maricor Aquino, Director, Global Sales Support Centre, InterContinental Hotels Group

Moderator:

Ms. Carmela Bocanegra, Vice President, Chroma Hospitality Inc.

5:15 PM – 5:30 PM

Closing Remarks

Speaker: Ms. Amie C. Villena

HSMA Vice President | Director of Sales & Marketing,
Four POints by Sheraton Palawan Puerto Princesa

5:30 PM

Networking / Cocktails



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REGISTER NOW!

HSMA Members – P3,500 | Non-HSMA Members – P4,500

SIGN UP NOW!
For HSMA members:
Scan QR code to register



SIGN UP NOW!
For Non-HSMA members:
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