

3RD HSMA SALES & MARKETING SUMMIT

LEADING THE SHIFT

REDEFINING SALES AND MARKETING
FOR THE NEXT GENERATION

THURSDAY, JUNE 19, 2025 | THE GRAND BALLROOM, CITY OF DREAMS MANILA

8:00 AM

Registration

8:30 AM

Invocation

Desiree de Guzman-Padiernos

HSMA Treasurer | Global Director of Marketing - Astoria
Vacation and Leisure Club, Inc.

8:35 AM

Philippine National Anthem

8:40 – 9:00 AM

Welcome Remarks

Loleth So

HSMA President | Group Commercial Director, Megaworld Hotels & Resorts

9:00 - 9:25 AM

**Message from the Tourism Promotions Board
(Department of Tourism)**

Maria Margarita Montemayor Nograles

Chief Operating Officer, Tourism Promotions Board (Philippines)

9:25 – 9:45 AM

**Keynote: "The Power of Policy: How Government Decisions Shape the Future
of Hospitality"**

Speaker:

Honorable Juanito Victor "Jonvic" Remulla

Secretary, Department of Interior and Local Government

9:45 - 10:45 AM

**"Executive Insights: Empowering Sales & Marketing Teams
into the Future"**

Panelists:

Fabio Berto

General Manager, Conrad Manila

Carmela Bocanegra

Vice President for Sales & Marketing, Chroma Hospitality

Wilma Estaura

Director of Human Resources, Lanson Place Mall of Asia

Patria Puyat

Cluster General Manager, Crowne Plaza Manila Galleria & Holiday Inn Manila Galleria

Eugene Yap

General Manager, Bayview Park Hotel

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Moderator:

Agnes Pacis

HSMA Director for Education | Vice President – Commercial,
SM Hotels and Conventions Corp.

10:45 - 11:30 AM **“Next-Gen Sales & Marketing Leaders: What It Takes to Win
in an Evolving Market Landscape”**

Speaker:

Cleofe Albiso

Managing Director, Megaworld Hotels & Resorts

11:30 AM -
12:30 PM

“The Ripple Effect: How Global Economic Shifts Reshape Local Hospitality”

Speaker:

Dr. Enrico Basilio

Associate Professor and Director, Center for Policy
and Executive Development, University of the Philippines

12:30 PM

LUNCH

1:45 - 2:45 PM

**“Channel Power Play: Striking the Right Balance Between Online Channel
and Direct”**

Panelists:

Raissa Roque

Market Team Manager, Booking.com PH

Mich Briones

Business Development Head for Hotels, Klook Philippines

Steve Nguyen

Market Director - Vietnam & Philippines ABG, Trip.com

Moderator:

Ma. Celeste Romualdo

HSMA Director for Membership | General Manager,
The Linden Suites

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2:45 - 3:30 PM

“Flow to Grow: Optimizing Revenue and Distribution Synergy”

Speaker:

Patrick Torres

Vice President, Sourcing MEAPAC, HBX Group

3:30 - 4:15 PM

“From RFP to Reality: Streamlining the Group Booking Journey”

Speaker:

Jose C. Clemente III

President, Rajah Tours Philippines

4:15 PM

Afternoon Snack

4:30 - 5:15

“From Data to Delight: How AI Drives the Future of Hospitality”

Speaker:

Jerome Dela Cruz

Director of Business Development APAC, Hyperguest

5:15- 6:15 PM

“Relationship ROI: Turning Connections into Conversions”

Panelists:

Claire Del Rosario-Bernabe

Head of Sales & Strategic Partnerships, Megaworld Hotels & Resorts

Nora Fajardo

Commercial Director, Hilton Clark Sun Valley Resort

Cecille Kimpo

Assistant Vice President - Sales, Chroma Hospitality

Denise Olegario

Cluster Director of Sales & Distribution, The Ascott Limited

Marvin Kim Tan

Vice President for Sales & Marketing, Manila Hotel

Moderator:

Jenny Santillan

HSMA Director for Programs | Director, Sales & Marketing
and Contact Services, City of Dreams Manila

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6:15 PM **HSMA Summit Video Premiere**

6:30 PM **Closing Remarks**

Margarita Munsayac

HSMA Chair | Vice President Sales & Marketing,
Bluewater Resorts

Program Hosts:

Cielo Ortega-Reboredo

HSMA Director for PR | Vice President, Sales & Marketing, Okada Manila

Ian Bencio David

Assistant Director of Sales, Conrad Manila



SCAN TO REGISTER

Registration Fee:

HSMA Members P3,800 | Non-Members P4,800

For inquiries, please contact Riza Pangan
via Viber at 0917 804 1274

****Speaker Line up and Program****

Please note that the program and speaker line up may change due to unforeseen circumstances of last-minute availability. Thank you for your understanding.