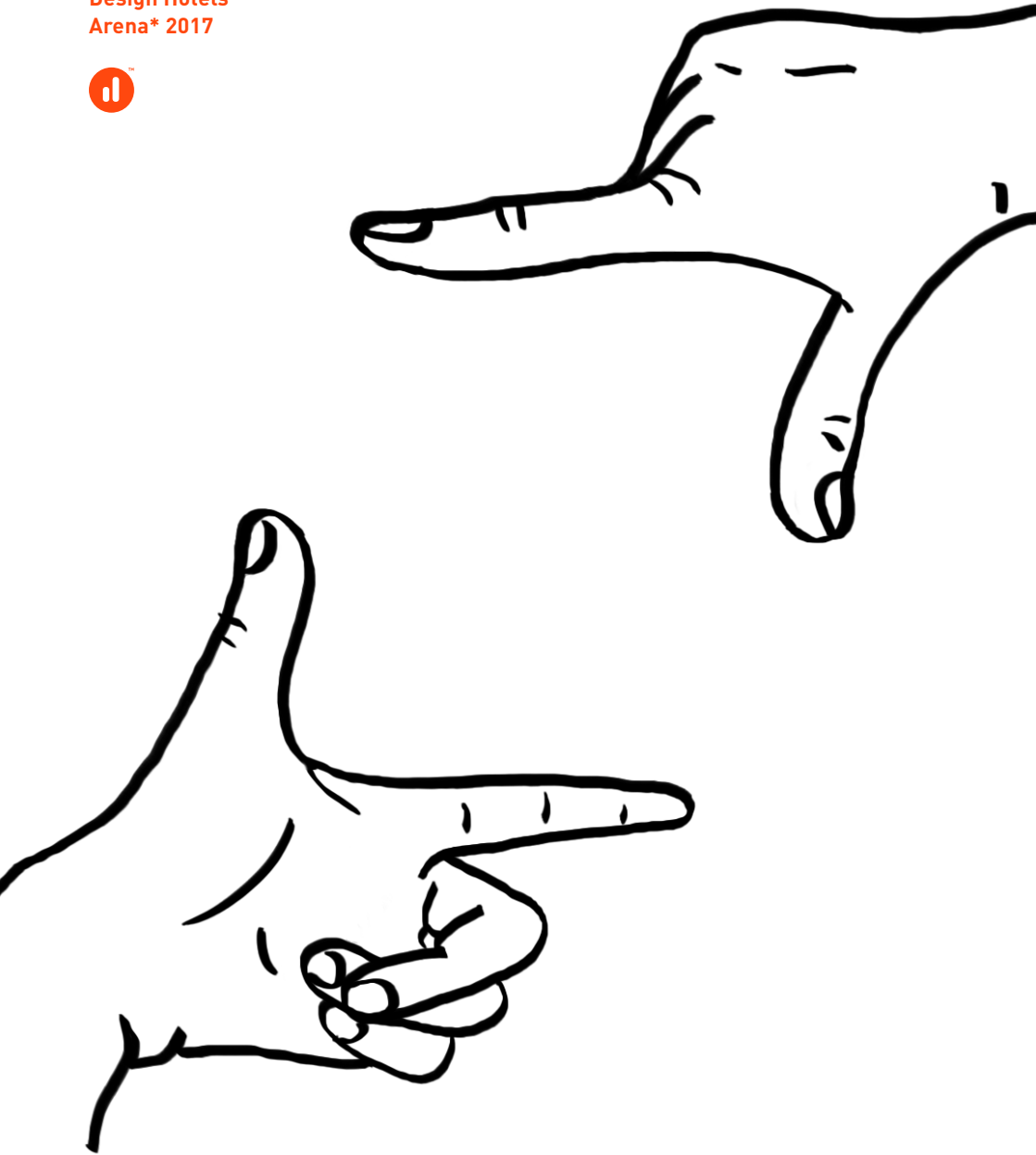


Focus Filter:  
The Age of  
Re-Engagement

Design Hotels™  
Arena\* 2017



**Focus Filter:  
The Age of  
Re-Engagement**

**Design Hotels™  
Arena\* 2017**



Traditional yet modern, the future-oriented European capital city of Lisbon, with its creative new born-from-crisis vibrancy, builds the right context for this year's Arena\*, Focus Filter: The Age of Re-Engagement. Inspired by our friends at leading foresight and consumer behavior consultancy The Future Laboratory, the latest edition of our annual members conference takes on the need to connect, engage, and interact more deeply.

Especially in our age of digital distraction when the human capacity for concentration is being significantly challenged, brands must endeavor to cultivate in-depth focus in order to stand out. With a panel of experts and speakers from various industries, we will explore the benefits, challenges, and opportunities currently facing the hospitality sector and discuss meaningful ways we can re-focus on what's relevant to us.

## Overview

20.9 WEDNESDAY

21.9 THURSDAY

22.9 FRIDAY

### Welcome Cocktail

① MEMMO PRÍNCIPE REAL

Rua Dom Pedro V 56 J  
1250-094 Lisbon

### Conference Day I

② TEATRO NACIONAL DE SÃO CARLOS

Rua Serpa de Pinto 9  
1200-442 Lisbon

### Conference Day II

⑥ MUSEU NACIONAL DOS COCHES

Avenida da Índia 36  
1300-004 Lisbon

### Lunch

③ BAIRRO DO AVILLEZ

Rua Nova da Trindade 18  
1200-466 Lisbon

④ CAFÉ LISBOA

Largo de São Carlos 23  
1200-026 Lisbon

### Closing Cocktail

⑦ MAAT

Avenida Brasília  
1300-598 Lisbon

### Dinner & Party

⑤ BICA DO SAPATO

Avenida Infante Dom Henrique  
Armazém B  
1900-436 Lisbon

# Timetable

7.30pm – Midnight

WEDNESDAY

## Welcome Cocktail ①

Our official Arena\* Welcome takes place on the beautiful terrace of Memmo Principe Real.

# Timetable



THURSDAY

8.30 am

## Arrival & Registration ②

at Teatro Nacional de São Carlos

9.00 – 9.15 am

## Quarteto Lacerda

9.15 – 10.00 am

## Insights on the Properties of Sound

ALEXANDRE TANNOUS – Ethnomusicologist & Musician

10.00 – 10.20 am

## Welcome to Arena\* 2017

CLAUS SENDLINGER – Founder & CEO of Design Hotels™

10.20 – 10.40 am

## The Focus Filter

CHRIS SANDERSON – Co-Founder The Future Laboratory

## COFFEE BREAK

11.10 – 11.40 am

## Creating Platforms to Bring People Together

LAURENT HAUG – Social Entrepreneur

11.40 am – 12.00 pm

### PANEL DISCUSSION:

## A New Generation in The Hospitality Industry

LAURENT HAUG – Social Entrepreneur

JAYSON SEIDMAN – Owner of The Drifter Hotel

MARKUS SCHREYER – VP The Americas at Design Hotels™

GUY DITTRICH – Journalist

12.00 – 12.30 pm

### PANEL DISCUSSION:

## The Rise of the New Membership Clubs

JAMIE CARING – Founder of Sevengage

CLAUS SENDLINGER – Founder & CEO of Design Hotels™

JOSH FEHNERT – Travel Editor at Monocle

## LUNCH BREAK ③ ④

at Bairro Do Avillez and Café Lisboa

Focus Filter

Lisbon

Arena\* 2017

## Timetable

2.30 – 2.45 pm

### The Art of Improvisation

LEX EMPRESS – Singer & Songwriter

2.45 – 3.00 pm

### What the Hospitality Industry Can Learn from Portugal's Recent Development

JOSH FEHNERT – Travel Editor at Monocle

3.00 – 3.20 pm

PANEL DISCUSSION:

### The Festivalization of Meetings and Events

SERGE DIVE – Founder & CEO of Beyond Luxury Media

MIRKKU KULLBERG – Creative Director of Hotel St. George

CHRISTIAN MALCHER – VP Commercial Operations at Design Hotels™

GUY DITTRICH – Journalist

3.20 – 3.40 pm

PANEL DISCUSSION:

### Creating and Re-Creating Social Capital

LAURA NOLTE – VP Brand, Marketing & Communications at EHPC

CAITLIN ZAINO VON DURING – CEO at Porter & Sail

SERDAR KUTUCU – Executive VP Brand & Strategy at Design Hotels™

MARTIN RAYMOND – Co-Founder of The Future Laboratory

3.40 – 4.00 pm

PANEL DISCUSSION:

### An Outlook on the Unification of the Two Most Impactful Loyalty Programs in the Hospitality Industry

DAVID FLUECK – Senior VP Global Loyalty at Marriott International

BRIAN POVINELLI – Global Brand Leader at Marriott International

SERDAR KUTUCU – Executive VP Brand & Strategy at Design Hotels™

BEN PUNDOLE – Founder of AHotelLife.com

COFFEE BREAK

4.30 – 5.00 pm

### Wrap-Up

CHRIS SANDERSON – Co-Founder of The Future Laboratory

CLAUS SENDLINGER – Founder & CEO of Design Hotels™

5.00 – 5.45 pm

### Innerfire

WIM HOF – The Iceman

8.00 pm – 3.00 am

### Dinner & Party

at Bica do Sapato

## Timetable



FRIDAY

9.30 am

### Arrival ⑥

at Museu Nacional dos Coches

10.00 – 10.20 am

### Big and Heavy Waves

JOÃO DE MACEDO – Surfer & Entrepreneur

10.20 – 11.30 am

### Trend Briefing Part I – Applying a Focus Filter is Key to Future Success

MARTIN RAYMOND & CHRIS SANDERSON –  
Co-Founders of The Future Laboratory

COFFEE BREAK

12.00 – 1.00 pm

### Trend Briefing Part II – Transcendent Wealth and Creating the Right Experiences

MARTIN RAYMOND & CHRIS SANDERSON –  
Co-Founders of The Future Laboratory

1.30 – 3.00 pm

### Closing Cocktail ⑦

at MAAT