

Skift.

SCHEDULE

DAY 1 – 9/27/2016







- 8:35 AM** **Welcome to Skift Global Forum 2016**
Rafat Ali, Founder and CEO of Skift
- 8:50 AM** **Winning Over the 98%**
Arnold Donald, President and CEO of Carnival Corporation
- 9:20 AM** **State of Packaged Travel and Why it Matters**
Brett Tollman, CEO of The Travel Corporation
- 9:50 AM** **Creating a Home in the Sky for Every Passenger**
Benjamin Smith, President of Air Canada
- 10:20 AM** **Networking Break:** Sponsored By  **CENDYN**
- 10:50 AM** **Next Generation Lifestyle Brand**
Niki Leondakis, CEO of Commune Hotels and Resorts
- 11:05 AM** **What Airline Passengers Really Want**
Robert Albert, CEO of Routehappy
- 11:20 AM** **What's Next in Online Travel**
Dara Khosrowshahi, President and CEO of Expedia, Inc.
- 11:50 AM** **Online Travel at 20 Years Old**
Rich Barton, Co-Founder and Executive Chairman of Zillow Group, Dara Khosrowshahi, President and CEO of Expedia, Inc., Brad Gerstner, Founder and CEO of Altimeter Capital and Jay Walker, CEO of Upside
- 12:25 PM** **Doing to Being—The Zen of Digital Transformation**
Michael Klein, Head of Retail of Travel and Hospitality at Adobe, Carolyn Corda, VP of Industry Strategy for Travel/Hospitality at Epsilon, Barry Goldstein, Chief Digital and Distribution Officer at Wyndham Hotel Group and Gordon Ho, SVP of Global Marketing and North America Sales at Princess Cruises
Sponsored By  **Adobe**
- 12:45 PM** **Lunch**
- 1:45 AM** **Avoiding the Plague of Traveler Stereotypes**
Clayton Reid, CEO of MMGY Global
- 2:00 PM** **Pros and Cons of Rapid Tourism Growth**
Inga Hlín Pálsdóttir, Director of Visit Iceland and Creative industries of Promote Iceland
- 2:20 PM** **What Ails US Travel**
Roger Dow, President and CEO of U.S. Travel Association and Meryl Levitz, President and CEO of Visit Philadelphia
- 2:50 PM** **The Great Debate: Points vs. Price**
Brian Kelly, Founder of ThePointsGuy.com and George Hobica, Founder of Airfarewatchdog.com
- 3:20 PM** **Rethinking the Global Customer Journey in the Age of Uber and Airbnb** Sponsored By  **SMARTLING**
Kevin Cohn, SVP of Operations at Smartling
- 3:30 PM** **Networking Break**
- 4:00 PM** **On-Location: The Next Frontier of Social** Sponsored By  **HYPER**
Carlos Garcia, Co-Founder and CEO of HYP3R
- 4:10 PM** **Iconic Design in Aviation**
Matthias C. Hühne, Publisher at Callisto Publishers
- 4:25 PM** **The Heroic Purpose of Travel**
Ije Nwokorie, CEO of Wolff Olins
- 4:40 PM** **Reinventing the Hostel**
Fredrik Korallus, CEO of Generator Hostels
- 5:00 PM** **Building a Hotel Brand in the Sharing Economy Age**
Amar Lalvani, CEO and Managing Partner of Standard International and Liz Lambert, Founder and CCO of Bunkhouse
- 5:20 PM** **The Opportunities of Scale**
Arne Sorenson, President and CEO of Marriott International, Inc.
- 6:00 PM** **Evening Reception**
Sponsored By  **CHASE**  **SAPPHIRE RESERVE™**

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SCHEDULE

DAY 2 – 9/28/2016

- 8:35 AM** **Welcome to Day 2**
Rafat Ali, Founder and CEO of Skift
- 8:50 AM** **Scale and Choice in an Age of Personalization in Online Travel**
Gillian Tans, President and CEO of Booking.com
- 9:20 AM** **The Future of All-Inclusive in a Changing World**
Henri Giscard d'Estaing, Chairman and CEO of Club Med
- 9:50 AM** **How to Avoid Being Devoured in a Rapidly Changing World**
Frits van Paasschen, Author and Investor at Mercator Investments
- 10:20 AM** **Video: The DNA Journey** Sponsored By  let's open our world
Intro by Rafat Ali, Founder and CEO of Skift
- 10:25 AM** **Networking Break**
Sponsored By  let's open our world
- 10:55 AM** **Visual Intelligence is the Future:**
Your Photos Are Your Product, Optimize or Die Sponsored By 500px
Andy Yang, CEO of 500px
- 11:05 AM** **Google's Growing Travel Footprint**
Oliver Heckmann, VP of Engineering at Google Travel
- 11:25 AM** **Changing From Agency Thinking to Platform Thinking**
Sarah Personette, VP of Global Business Marketing at Facebook
- 11:45 AM** **Travel's Next Chapter: Seamless Mobility**
Aaron Gowell, Co-Founder and CEO of SilverRail Technologies
- 12:00 PM** **Next Big Travel Business: Mature Founders Solving Hard Problems**
Paul English, Co-Founder and CEO of Lola
- 12:20 PM** **Travel Deep: Unleashing Human Potential** Sponsored By 
Tara Russell, President of Fathom
- 12:30 PM** **Lunch**
- 1:40 PM** **The Hospitality Mindset for Changing Guest Desires**
Chip Conley, Head of Global Hospitality and Strategy at Airbnb
- 2:20 PM** **Creating a Framework for Travel Innovation** Sponsored By 
Rashesh Jethi, Head of Research and Development at Amadeus North America, Inc.
- 2:35 PM** **Navigating The Complex Landscape of the Travel Industry as a Startup**
Ruzwana Bashir, Founder and CEO of Peek
- 2:55 PM** **The Unbundling of Travel**
Anand Sanwal, Co-Founder and CEO of CB Insights
- 3:05 PM** **Imagination: The Missing Ingredient**
Jay Walker, CEO of Upside
- 3:20 PM** **Special Announcement** Sponsored By  UPSIDE™
Scott Case, President and COO of Upside
- 3:25 PM** **Networking Break**
- 3:55 PM** **Celluoid Skyline, Tourism and New York in the Movies**
James Sanders, Principal of James Sanders + Associates
- 4:10 PM** **Travelers' Manifesto on the Future of Travel**
Luke Bujarski, Research Director at Skift
- 4:20 PM** **The Needs of Super Travelers And Why They Matter** Sponsored By 
Leonard Brody, Entrepreneur and Venture Capitalist,
Colin Nagy, Head of Communications Strategy at Fred & Farid,
Jalak Jobanputra, Founding Partner of Future\Perfect Ventures and
Alexandra Wood, COO of Wearable Experiments
- 4:45 PM** **SXSW and Superfly on Creating Experiences**
Mike Shea, Chief Logistics Officer & Partner of SXSW Conference & Festivals and
Richard Goodstone, Co-Founder of Superfly
- 5:20 PM** **The TripAdvisor Effect: How Big Can it Get?**
Stephen Kaufer, President and CEO of TripAdvisor

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