

Audi Max MU Vienna  
Ground Floor

Fall Semester 2014/15

Guest Speaker	Title	Date
<b>Mr. Youri Sawerschel</b>	<b>"5 Myths about Brand Management"</b>	<b>October 9, 2014</b> 5:00 p.m. – 6:30 p.m.
<b>Mr. Fritz Dickamp</b>	<b>"Our turn! – The impacts Generation Y has, will have and will not have on the hospitality industry"</b>	<b>October 23, 2014</b> 5:00 p.m. – 6:30 p.m.
<b>Ms. Mary Jane Flanagan</b> , Head of learning, Purple Cubed (London, UK)	<b>"Stand up and stand out"</b>	<b>October 30, 2014</b> 5:00 p.m. – 6:30 p.m.
<b>Mr. Trent Walsh</b>	<b>"The Quality Process"</b>	<b>November 20, 2014</b> 5:00 p.m. – 6:30 p.m.
<b>Mr. Philippe Lignon</b>	<b>"The development of gastronomy through the centuries: The cuisine in the middle age"</b>	<b>November 27, 2014</b> 5:00 p.m. – 6:30 p.m.
<b>Mr. Jonathon Spada</b>	<b>"How do you #SAYHELLO? Storytelling through digital profiles for small, independent hotels and restaurants."</b>	<b>December 4, 2014</b> 5:00 p.m. – 6:30 p.m.
	<b>Viewing of the movie "Gringo Trail" at Haydn Kino</b>	<b>December 9, 2014</b> 6:30 p.m. – 8:30 p.m.
<b>Ms. Pegi Vail</b>	<b>"Traveler narratives and tourism impacts"</b>	<b>December 11, 2014</b> 5:00 p.m. – 6:30 p.m.



LATEST TRENDS  
AND INNOVATIONS

## “5 Myths about Brand Management”

**Youri Sawerschel** is a Strategy Consultant for Bridge. Over Group, a boutique advisory firm specialized in the hospitality industry. His field of expertise covers strategic marketing and branding. Solicited for his creative thinking skills, he has been involved with projects focused on creating, launching and managing brands in Europe, China and the Middle-East. He is also the author of several articles on the topic of customer loyalty, branding and concept development and is a regular speaker at the Geneva School of Business Administration. Previously, Youri has worked for Rocco Forte Hotels and Kempinski Hotels. He holds a bachelor degree from the Ecole Hôtelière de Lausanne and a graphic design degree from Geneva Art School. He is also a co-founder of the Young Hoteliers Summit.



**MODUL University Vienna**

Auditorium Maximum

October 9, 2014

5:00 – 6:30 p.m.



“Our turn! – The impacts Generation Y has, will have and will not have on the hospitality industry”

**Fritz Dickamp** studied in Germany and Scotland before he graduated from the Ecole Hôtelière de Lausanne with a specialization in entrepreneurship, triggering the idea and interest in starting a company that will demonstrate the usefulness and capability of Generation Y and what they can bring to the hospitality business. He has worked in hotels since he was 15 years old. He believes that "we would be a great deal further as an industry, if both sides would start listening to each other".



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Auditorium Maximum

October 23, 2014

5:00 – 6:30 p.m.



LATEST TRENDS  
AND INNOVATIONS

## “Stand up and stand out”

**Mary-Jane (MJ) Flanagan** is an experienced director, leader and operator having spent over two decades in the hospitality industry working for Forte Hotels, Bass Taverns and setting up brands of restaurants and bars. She has a degree in Hotel and Catering Management and is currently studying for a BSc Hons in Psychology. Since joining Purple Cubed in early 2003 MJ has become one of its most popular facilitators and inspirational presenters. MJ has delivered highly successful programmes for organisations including: The Dorchester Collection, Windsor Royal Lounges Heathrow, L’atelier Joel Robuchon, Zuma Dubai, Silversea cruises and many other global institutions.



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Auditorium Maximum

October 30, 2014

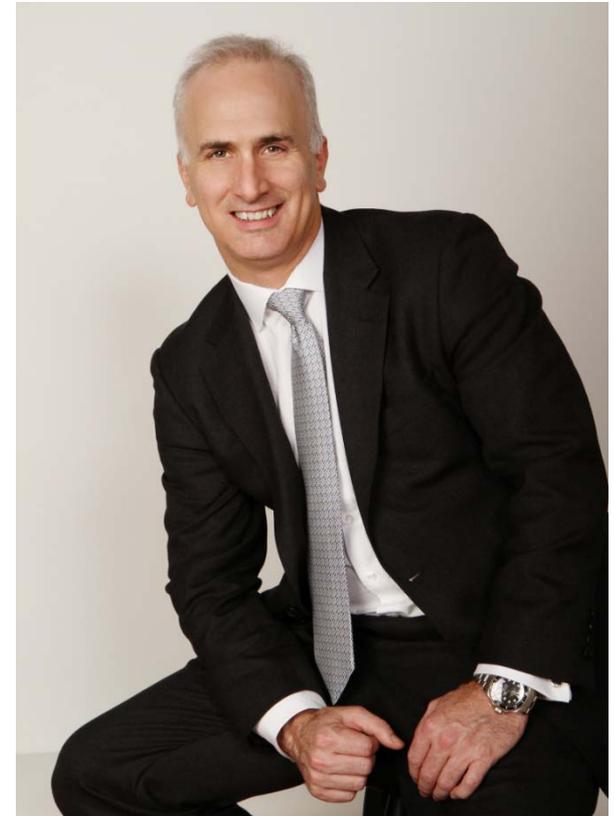
5:00 – 6:30 p.m.



LATEST TRENDS  
AND INNOVATIONS

## "The Quality Process"

Dual Canadian & British national, Trent **Walsh** has a solid background in both hotel operations and sales. Having discovered a passion for the industry when he came to London from native Canada in the 1980's, he expanded his experience as an hotelier with a number of key hotel chains including Edwardian Hotels, Sun International and Inter-Continental Hotels & Resorts. In 2000, Trent identified a need for detailed service feedback within the hotel industry and founded his own company, Leading Quality Assurance (LQA). Since its inception, Leading Quality Assurance has become a worldwide leader in quality assurance with its focus being on the luxury hospitality sector. Trent has personally carried out over 700 inspections at five star hotels, resorts and spas across each continent and he is also involved in consulting at the construction stage.



**MODUL University Vienna**

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November 20, 2014

5:00 – 6:30 p.m.



## “The development of Gastronomy through the centuries: The Cuisine in the middle Age”

**Philippe Ligron** has been working as senior Lecturer in Practical Arts at the Ecole Hôtelière de Lausanne since 2000. Before that, he was Chef Instructor at the same institution for 10 years. Before that, Chef Ligron has worked in a number of hotels and restaurants in Germany, France and Switzerland. He has a number of radio programs on Swiss radio and also does consulting work. He is also a member in a number of professional associations such as «Amicale Vaudoise des Chefs de Cuisine ».



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Auditorium Maximum

November 27, 2014

5:00 – 6:30 p.m.



# “How do you #SAYHELLO? Storytelling through digital profiles for small, independent hotels and restaurants.”

**Jonathon Dominic Spada** is founder and design consultant for #SAYHELLO Creative, which delivers online storytelling solutions to small, independent hotels and restaurants in Italy through website creation, social media management, and business strategy. He aims to drive economic rehabilitation for struggling, rural communities through online market competition, targeting tourism as an impetus for improving local infrastructure, physical and digital. He's gained inspiration and experience from small, independent hotel and design firms in China, India, Bangladesh, Italy, and the United States. He's a contributor to TRO Smith online travel research forum and writes articles related to hospitality business strategy using social media.



**MODUL University Vienna**

Auditorium Maximum

December 4, 2014

5:00 – 6:30 p.m.

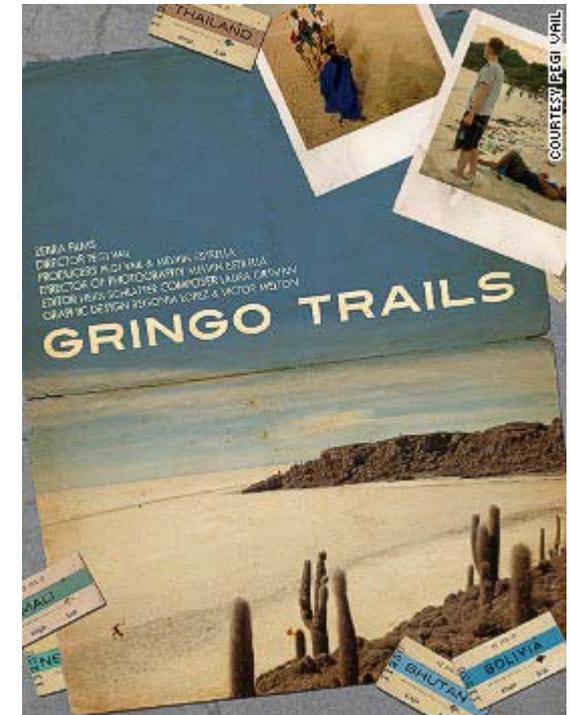


LATEST TRENDS  
AND INNOVATIONS

## “Gringo Trails”

Viewing of the movie Gringo Trails at Haydn Kino starting at 6:30 pm

This is a preparation for the lecture on December 11th by Pegi Vail



**MODUL University Vienna**

Auditorium Maximum

December 9, 2014

6:30 – 8:30 p.m.



LATEST TRENDS  
AND INNOVATIONS

## “Traveler narratives and tourism impacts”

Pegi Vail is an anthropologist, filmmaker, and curator. Her current work focuses on the political economy of tourism in the developing world.

[Gringo Trails](#), her documentary shot in West Africa, Southeast Asia, and South America explores the long term impact of travelers and their narratives globally. Vail has taught on Film and Culture at NYU and Columbia University Anthropology Departments; Tourist Productions in the NYU Performance Studies Program; and documentary filmmaking through the NYU Department of Anthropology’s Culture and Media Program. Vail is a former Fulbright scholar who has additionally lectured on National Geographic and Smithsonian travel study tours and serves as a judge for the World Travel and Tourism Council’s [Tourism for Tomorrow](#)



**MODUL University Vienna**

Auditorium Maximum

December 11, 2014

5:00 – 6:30 p.m.