

Bucharest, Romania

# RADFEST '24

Marketing Learning Unplugged

## Day 1 WEDNESDAY, 17 APRIL

- 08:30 - 08:45** Welcome session by the Committee  
**08:45 - 09:30** Cristina, Velit, Raúl - Welcome session + Marketing results + Q&A  
**09:30 - 10:30** Chema - 5YP, key strategic projects and operational challenges  
**10:30 - 11:00** Rafa Sueiro - RHG Results  
**11:00 - 11:30** **COFFEE BREAK**  
**11:30 - 12:00** Gianni di Fede - Commercial performance overview  
**12:00 - 12:30** Daniela Dumitrescu, Ramón Guerra, Andrea Pinna, Mario Manfuro - System Contribution round table.  
Moderator: Eric de Neef  
**12:30 - 13:30** **LUNCH BREAK**  
**13:30 - 15:00** The Radisson Battle for Awareness  
**15:00 - 15:30** Free Time (get ready for outdoor activity)  
**15:30 - 22:00** Outdoor team building activity + all teams joint dinner

(Marketing Strategy / SoMe, PR / Digital (DXCoE) / Ecommerce / Loyalty / Customer Engagement / Branding and Guest Experience)

## Day 2 THURSDAY, 18 APRIL

- 08:15 - 08:30** Recap from previous day, agenda and workshop explanation  
**08:30 - 11:00** Marketing Masterclass by Federico  
**08:30 - 10:00** Masterclass 1: How to survive change  
**10:00 - 11:00** Masterclass 2: How to be happy and successful  
**11:00 - 11:30** **COFFEE BREAK**  
**11:30 - 17:50** Workshops  
**11:30 - 11:40** Workshop intro  
**11:55 - 12:50** Workshop 1  
**12:55 - 13:50** **LUNCH BREAK**  
**13:55 - 14:50** Workshop 2  
**14:55 - 15:50** Workshop 3  
**15:50 - 16:05** **COFFEE BREAK**  
**16:10 - 17:05** Workshop 4  
**17:05 - 18:00** Workshop 5  
**18:00 - 19:45** Free time (get ready for Gala)  
**19:45 - 20:00** Gala Dinner reception  
**20:00 - 03:00** Gala Dinner and Award/Grammy Ceremony - Eric de Neef / Velit

### Workshops

- HR - Career Development - Daniel Afonso, Katarina Jablonska & Anna Kiveera
- Procurement - The global power of procurement: how to manage 900M€ - María Madrid & Adrian Oyekanmi
- Franchise & Business Development - Joep Peeters & Valerie Schuermans
- Finance - Handle your own P&L - Lea Cleve, Alicia Gutiérrez & Marta Grzymkowska
- Social Media & PR - Radisson is Social. Become (easily) an Ambassador - Roberto Tamayo & Evi Robignon

## Day 3 FRIDAY, 19 APRIL

- 09:00 - 09:15** Recap from previous day and agenda  
**09:15 - 11:00** RADFEST 2024 Shark Tank  
**09:15 - 09:25** Shark Tank Introduction  
**09:25 - 11:00** Headliner Sponsors to present a business idea to RHG C-level jury  
**11:00 - 11:30** **QUICK BREAK**  
**11:30 - 12:00** Shark Tank Results: Winners  
**12:00 - 12:45** Panel discussions with our Sponsors  
**12:00 - 12:20** The future of marketing  
**12:20 - 12:45** Innovation round table  
**12:45 - 12:55** Thank you - Hotel team recognition  
**12:55 - 13:00** Wrap up and send off (Cristina, Velit, Raúl)  
**13:00 - 13:45** **LUNCH BUFFET**

applē tree



RWS

Shiji

123  
COMPARE.ME

eClerxDigital

FLY ME  
TOTHE  
MOON

HeadBox

Hotelverse.

LIONBRIDGE

3  
SevenThree  
Creative  
Brand Design Digital

ULTIMATE  
LANGUAGES

