

International Conference  
Online Reputation Management in  
Tourism and Hospitality

## *Academics meet Practitioners*

14:00-15:00 ORM participants' greetings and presentation of research results

15:00-16:30 - 1st Speech, Hotel and Hospitality

15:00 - 15:15 **Antonio Preiti**; Director of Sociometrica - Professor at University of Florence

15:15 - 15:30 **Hanna Coker Appiah**; Manager of Sokos hotel Vaakuna (Mikkeli, Finland), Online

15:30 - 15:45 **Ing. Miroslav Dobrota**; Marketing manager of the hotel group PSH (Slovakia), Online

15:45 - 16:00 **Jiřina Jenčková**; Manager Director Perfect Hotel Concept (Prague, Czech Republic), Online

16:00 - 16:15 **Otakar John**; General manager of Stages Hotel (Prague, Czech Republic), Online

16:15 - 16:30 **Antonio Ducceschi**; Chief Commercial Officer at Starhotels Group

16:30-17:00 - Coffee Break

Date	Time	Location
April 14th, 2023	From 2 PM to 7PM	Polo delle Scienze sociali Via delle Pandette 9 - Florence Building D6 /Room 0.18/ WEBEX

[www.ormtourism.unifi.it](http://www.ormtourism.unifi.it)



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE

**DISEI**  
DIPARTIMENTO DI SCIENZE  
PER L'ECONOMIA E L'IMPREDA



South-Eastern Finland  
University of Applied Sciences



UNIVERSITÀ  
MATEJA BELA



PRAGUE UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

International Conference  
Online Reputation Management in  
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*17:00-18:30 2nd Speech, Tools for Hotels and Cultural Institutions*

**17:00 - 17:15 Mirko Lalli; The Data Appeal Company CEO & Founder**

**17:15 - 17:30 Nicola Seghi; Business Evangelist SimpleBooking.travel**

**17:30 - 17:45 Duilio Galbiati; Partner "Scuola Italiana del Turismo" – Florence**

**17:45 - 18:00 Carlotta Ferrari; President at Convention Bureau Italia**

**18:00 - 18:15 Marta Javarone; Promotion and BtoB Executive at Director at Tuscan Tourism Promotion**

**18:15 - 18:30 Lucilla Conigliello; Museum system coordinator University of Florence**

*18.30-19:00 - Event closing*

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With the support of the  
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