

4TH REVENUE MASTERCLASS

REDEFINING REVENUE & DIGITAL MARKETING
STRATEGIES
BY REVITUP

Pafos **October 10, 2024** | At the **Annabelle Hotel**
8:30 **Attendees arrival**



Welcome Speeches | 08:40 – 09:00

EURIPIDES LOIZIDES

President, Cyprus Hotel Association Pafos District - Executive Managing Director | Mayfair Hotels

ANGELIDES CHRISTOS

President, Cyprus Hotels Managers Association - Director of Sales and Marketing | H&C Hotels

GEORGE ERGAZAKIS

CEO & Co-Founder | RevitUp.direct

AI & Digital Marketing | 09:00 – 10:20

GIANNIS AGGELAKIS

09:00 – 09:20 | DT/AI Trainer & Consultant | Engage Media

Title: **AI Empowered Hospitality: Mastering Cutting-Edge Tools and Innovative Marketing Practices**

DIMOSTHENIS SDROLIAS

09:20 – 09:40 | Head of Performance Marketing | RevitUp.direct

Title: **Driving Your Sales Mix: The Power of Performance Marketing**

STAMATIS VLASSOPOULOS

09:40 – 10:00 | Director of Business Development | Programize

Title: **AI & Cocktails: Mixing Sci-Fi Magic into Modern Hospitality**

10:00 – 10:20 **Panel Discussion – Questions**

10:20 – 10:40 **Coffee Break**

10:40 – 12:40 | Revenue Culture

VALANTIS KYRIAKOU

10:40 – 11:00 | Revenue Manager | Thanos Hotels

Title: **Adaptive Revenue Management: A New Approach for Hospitality Success**

NIKOS AMANAKIS

11:00 – 11:20 | Senior Revenue Manager | RevitUp.direct

Title: **Strategic pricing philosophy: Balancing Online and Offline Culture for a Successful Sales Mix**

RICHARD BEDENHAM

11:20 – 11:40 | Director primal RMS | webhotelier - primalres

Title: **Harnessing Technology to Drive Revenue Culture: Practical Steps to Success**

VASILIOS RIAVOGLOU

11:40 – 12:00 | Senior Business Development Manager Eastern Med & Balkans | Lighthouse

Title: **Driving Profit: Insights and Strategies for Optimizing Your Revenue Strategy**

12:00 – 12:20 **Panel Discussion – Questions**

12:20 – 13:00 **Finger Food**

* Official Language Greek * Free Entrance | Registration Needed
* Program & Registration www.revenue-masterclass.com

Our Valued Partners:



With the
Generous Support:



For any inquiries, please feel free to contact Mr. Dimitris Frossinis at 99157695

CONTACT INFO

22 Lefkonos 2064 Nicosia, Cyprus Tel: +357.22398499

4 Athanasiou Kampeli 71304 Heraklion, Crete Tel: +30.2810801375

E-mail: hello@revitup.direct | www.revitup.direct