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For immediate release

Press Release

HEDNA Announces Diverse Speaker Lineup and Refreshing Program for Global Distribution Conference in Lisbon

Conference to showcase thought leaders, innovations, new ideas, and a different perspective on guest and customer engagement.

Washington, DC (May 3, 2018) – HEDNA, the Hotel Electronic Distribution Network Association, has announced the speaker lineup and agenda for the 2018 Distribution Conference in Lisbon, Portugal from June 4 to 6, 2018. The gathering is the only event that connects the most innovative thinkers, hospitality professionals, technology providers and experts across the globe.

[Click here to register](#) for the event which is already on the way to selling out.

'A Conversation with Tomorrow's Guest,' is the theme of the event. It encapsulates the engaging content that will be featured during the three-day conference which takes place at the Sheraton Lisboa Hotel. The Program – featuring comprehensive tracks – is tightly focused on leading edge developments in communication and customer engagement, also covering innovations in payments and transactions, Blockchain applications, personalization in revenue management and shopping experiences.

The 2018 main program is a powerful lineup of world-class speakers, and nearly 32 sessions structured framework of informative tracks, including HEDNA U 2.0. Attendees can look forward to participating in dynamic and inspirational sessions by expert speakers, which include:



Liat Aaronson

Liat Aaronson is Chief Operations Officer at Selina, responsible for legal, human resources, corporate operations and internal communications. Leading a global team of 50 individuals located in diverse geographies, Liat oversees the rapid growth of Selina. From recruiting, onboarding and professional development processes to legal compliance, corporate decision making, and communication channels, Liat ensures organizational alignment.



Kate Anckerill

Kate Ancketill is the driving force behind GDR Creative Intelligence, a global consultancy focused on strategic inspiration for world leading companies. In her informative and inspirational multi-media presentations, keynote speaker Kate shares insights on the technological, human, digital and physical innovations changing the face of retail, hospitality, finance and industry.



Steven Bartlett

Steven is the 25-year-old CEO and co-founder of Social Chain. In the last few years, he has become an award-winning entrepreneur, speaker and investor and now leads a company of 100+ likeminded individuals who are quickly disrupting the ever-changing social sphere. Social Chain's presence is now felt in Manchester, London, Berlin, New York and worldwide!



Tali Sharot

Tali Sharot is a leading expert on human decision-making, optimism and emotion. A neuroscientist by trade, Sharot combines research in psychology, behavioral economics and neuroscience to reveal the forces that shape our decisions, beliefs and inaccurate expectations of the future and how those can be altered (or sustained).

“We have developed a compelling agenda of dynamic speakers who will share their insights on our world full of both disruption and opportunity,” said Sarah Fults, President of HEDNA. “Continuous Education and sharing ideas is the most important component of our conferences and HEDNA is committed to continuously provide you with current and relevant content while providing a forum to collaborate and put great ideas into reality through our working groups. It’s what makes us really stand out from the crowd.”

The conference will also host the always highly anticipated Innov8 interactive forum which highlights eight leading professionals from the hospitality industry who showcase their innovations in eight-minute engaging presentations. Another exciting new program called *The Hoteliers' Vies* will feature a panel of hoteliers articulating their problem statements and solution asks. Innovators listen here is a new Opportunity!

HEDNA's Global Distribution Conference is the only global, distribution-focused conference where industry leaders and experts discuss and explore innovations, trends, insights and best practices.

To learn more or register, please visit hednalisbon.com

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About Hotel Electronic Distribution Network Association (HEDNA)

HEDNA (Hotel Electronic Distribution Network Association) is a not-for-profit trade association whose worldwide membership includes executives and managers from the most influential companies in the hospitality industry. Founded in 1991, HEDNA's mission is to be the leading global forum for advancing hospitality distribution through collaboration and knowledge sharing. Its vision calls for HEDNA to be known for creating an environment that fosters strategic collaboration toward business development in the global hospitality industry. For more, visit www.HEDNA.org.

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