



REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



SINGAPORE 8-9 May 2024

Convening Commercial & Tech to Drive Better Outcomes

REVENUE OPTIMIZATION CONFERENCE



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KEY TAKEAWAYS

- 1. Break Silos. IT & Commercial are more connected that we think. Is it time to look at a consolidated Commercial/IT Org?**
- 2. Deploy innovative CyberSecurity solutions. If we want different results, then we must act differently!**



For more cutting-edge info and action on Cybersecurity, please attend

DAY 2 AGENDA: THURSDAY 9TH MAY, 2024 - AFTERNOON

HSMAI SESSIONS & MASTERCLASSES

CASSIA 3312

∨ 1:00pm - 1:20pm Next Generation Targeting & Durable Measurement by Google

∨ 1:20pm - 1:40pm Block by Block - Building a Technology-Based Foundation for Sustainable Hospitality Operations

∧ 1:45pm - 2:05pm Fortifying Your Defenses: Innovative Cybersecurity Strategies

Saurabh is taking a commercial approach to cybersecurity. Join us for an insightful session on bolstering cybersecurity defenses tailored specifically for hospitality chains. Discover cutting-edge approaches, including the concept of 'white-hat hacking' to fortify your organization's digital resilience. Saurabh will emphasise the critical role of commercial leaders in understanding and championing cybersecurity initiatives. Gain valuable insights into the profound impact cybersecurity has on business operations and learn best practices for proactive defense measures. Don't miss this opportunity to elevate your cybersecurity strategy and safeguard your business against evolving threats.



SAURABH PRAKASH, CHDM
CHIEF COMMERCIAL OFFICER,
MILLENNIUM HOTELS & RESORTS



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