



Commercial Strategy

CONFERENCE



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SINGAPORE 29-30 MAY 2025



Anders Johansson

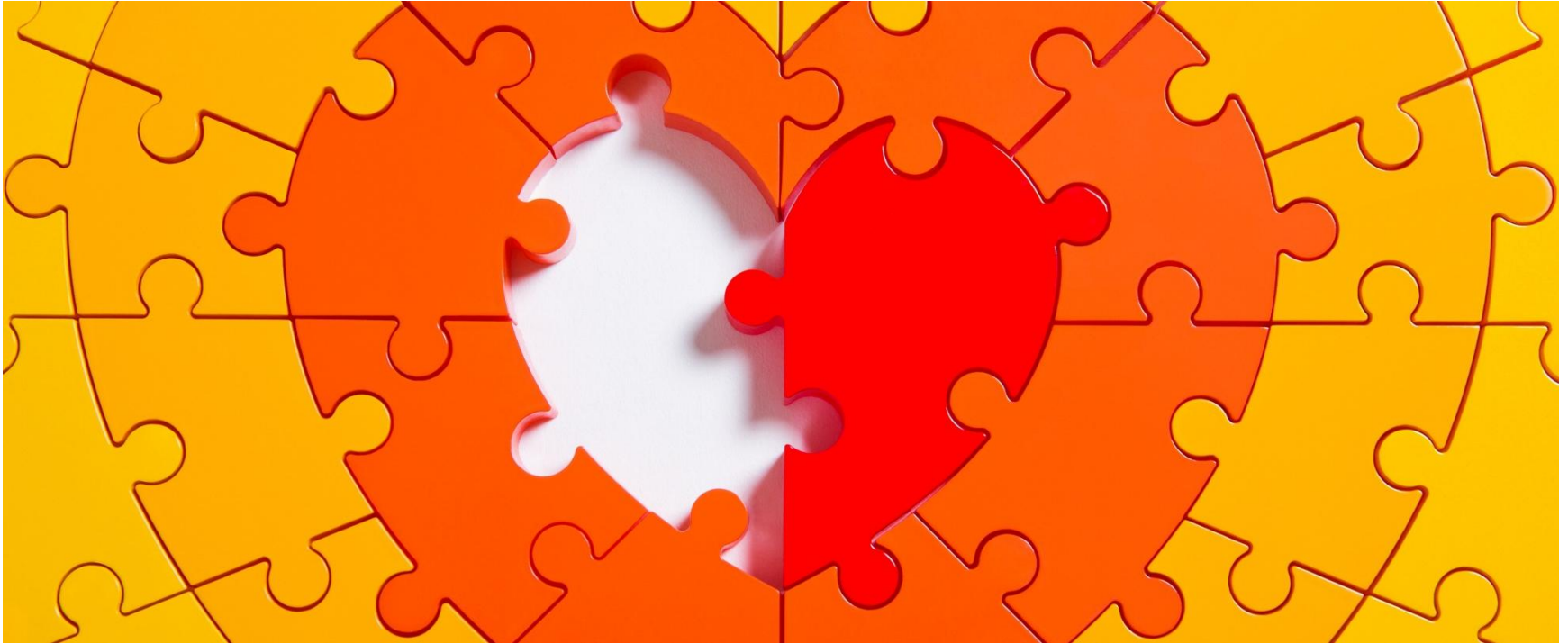
CEO
Deman Calendar



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Is Something Missing?



The Business Does Perfectly



The Commercial Leader



Changing the Mindset



The New Blueprint: The Hotel Guest Journey



We put the pieces together: Join the Master Class: Friday, 1:30 pm



Anders Johansson
Chief Executive Officer
Demand Calendar



Heather Scharmer
President & Founder
HMS & Company



Brandon Chan
Senior Lecturer
Singapore Institute of Technology



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