

## Tourism Reset: Regenerate. Humanize. Lead.

November 27, 2.00 pm – 7.30 pm  
Grand Auditorium, NOVA FCT, Caparica

2.00 pm – Reception & Registration

2.15 pm - Welcome

- José Júlio Alferes, NOVA FCT Dean
- Nélia Câmara, Executive Education NOVA FCT Director

2.30 pm - A National Commitment: The Future Portugal Needs

- Pedro Machado, Secretário de Estado do Turismo, Comércio e Serviços
- José Borralho, CIO (Chairman & Inspiration Officer) - Consumerchoice, Product of the Year

2.50 pm - (R)evolution: When Standing Still Means Falling Behind

Moderator: Filipa Guedes de Campos, GuestCentric Systems, Commercial Director EMEA

- Luis Drummond Borges, Board Member at Lusíadas Saúde & Associação Portuguesa de Hospitalização Privada
- Nuno António, Data Scientist, NOVA IMS
- Nuno Gustavo, PhD & Habilitation in Tourism, Escola Superior de Hotelaria e Turismo do Estoril
- Verónica Soares Franco, Executive Committee Member & CHRO at Pestana Hotel

3.50 pm - Coffee-break, Networking & Exhibition

4.40 pm - Inspiring Practices: Leading the Change from Within

Moderador: Roberto Antunes, Executive Director NEST (Innovation Center for Tourism)

- Candy Flores, Co-founder and CEO | Madalia World
- Isabel Roda, Vice-Rector for Innovation and International Relations | Nova University
- Joaquim Ferreira, CEO CNS, Diretor Clínico e Neurologista
- Nuno Sepúlveda, Co-Chief Executive Officer, DETAILS | Golf & Leisure Destination Specialist
- Sérgio Ferreira, Customer & Digital Experiences Partner EY Consulting
- Rui Mota, Chef, Professor and Food Designer

5:30 pm - Learning Journeys: Education as the New Frontier in Tourism

Moderator: Nélia Câmara, Executive Education NOVA FCT Director

- Catarina Paiva, Board Member @ Turismo de Portugal
- Eurico Gabrita, Dean Innovation Research & NOVA
- Inês Perez, COO@NOVA Tourism and Hospitality,
- Goran Yordanov, Director of Enrollment, Postgraduate Global, Regional Diretor Central Europe and Nordics, Sommet Education
- Graham Miller, Westmont Institute, SBE
- Paulo Medina, Wine Tourism Director, Sogrape

6.30 pm – WOW Moment & Dinner