



Morning AGENDA

5th Annual NHLA Technology Conference - December 3rd, 2025

Black Fire Innovation | 8400 W. Sunset Road | Suite 400 | Las Vegas

8:00 am - 9:00 am	Registration Breakfast - Sponsored By: dormakaba USA Vendor Showcase Opens	4 th Floor
8:25 am - 8:35 am	Opening Remarks- BlUP	4 th Floor - Arena
8:45am - 9:30 am	Personal Branding & Career Development: CIO Perspectives Get insights on emerging tech, personal branding, and talent development from Scot Campbell (Moderator), C.J. Foster, Tim Williams, and Eric Bowers. Sponsored By: The Hotel Communication Network Inc.	4 th Floor - Arena
8:45 am - 9:30 am	From Green Initiatives to Profitable Impact: The Future of Sustainable Travel This session shows how sustainability boosts efficiency, guest experience, and profitability, with insights and real examples from Henry Shields (Moderator), Dr. Michael Bernardo, Cindy Ortega, and Michael Gulich. Sponsored By: FreshAir Sensor	3 rd Floor - Training Room (make right past lobby)
9:30 am - 9:45 am	Break	
9:45 am - 10:30 am	The Rise of Agentic AI! Hype or Reality - Are Vegas Integrated Resorts Ready to Embrace and Leverage? This session demystifies Agentic AI, its impact on resort operations, and what it means to be "AI Ready,". Insights from Larry Fretz (Moderator), Armen Martirosyan, Tim Williams, Eric Bowers, and Michael Anderson. Sponsored By: OpenTable	4 th Floor- Arena
10:30 am - 10:45 am	Break	
10:45 am - 11:45 am	Speed Networking Sponsored By: Relay	3 rd Floor Speed Networking Room (make left past lobby)
11:45 am - 12:00 pm	Lunch Break Sponsored By: Assa Abloy	4 th Floor

Important Notes: *Make sure to visit all Sponsor/Vendor booths as well as BOTH Speed Networking Sessions to increase chances of raffle winnings. There will be tickets handed out at each Vendor table and each Speed Networking Session (AM & PM).*



Afternoon AGENDA

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12:00 pm - 12:45 pm	Integrated Resorts– Moving Systems to the Cloud This session breaks down why Las Vegas resorts are moving to the cloud—from ROI to AI/MCP gains—with real migration wins and challenges from Namratha Nandagopal, Tommy Harris, Brian Meyers, and Monika Nerger, moderated by Scot Campbell. Sponsored By: SMARTLINEN	4 th Floor - Arena
12:00 pm - 12:45 pm	Reimagining the Guest Journey: How Digital Wallets Are Transforming Hotel Stays This session explores how digital wallets enhance security, personalization, and the guest journey, with insights from Ken Gastro, Darien Long, Mauricio Prado, and Alberto Santana, moderated by Louis Orozco. Sponsored By: Procell Insite	3 rd Floor - Training Room (make right past lobby)
12:45 pm - 1:00 pm	Break	
1:00 pm - 2:00pm	Speed Networking Sponsored By: Relay	3 rd Floor Speed Networking Room (make left past lobby)
2:00 pm - 2:15 pm	Break	
2:15 pm - 3:00 pm	The Future of Guest Engagement! Pre-Book Through Post-Stay Journey This session examines how rising guest engagement expectations are reshaping revenue, loyalty, and on-property spend, with insights from Larry Fretz, Moderator Steven Norris, Brian Meyers, Mark Fancourt, and Monika Nerger. Sponsored By: Canary Technologies	3 rd Floor – Training Room (make right past lobby)
2:15 pm - 3:00 pm	Global Forces Shaping the Future of Hospitality and Travel This session examines how global events are reshaping travel behavior and hotel strategy, with insights from Stephanie Glanzer, Tommy Harris, Mark Molinari, and Moderator Nancy Nitsche. Sponsored By: Xpodigital	4 th Floor - Arena
3:00 pm - 3:15 pm	Break	
3:30 pm - 4:30 pm	Shark Pool Sponsored By: PressReader	4 th Floor - Arena
4:30 pm - 5:00 pm	Awards Reception Sponsored By: SoundHound AI	4 th Floor - Arena
5:00 pm - 6:00 pm	Break Down	All Floors

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