



Engage. Enrich. Enhance. Rebuilding the Foundation and Future of Hospitality and Tourism During COVID-19

SPEAKER BIOS + SESSION TOPICS

Thursday, April 23, 2020 | 10:00 AM ET – 1:00 PM ET

Registration: <https://bit.ly/2xzUu1P>

SPEAKER #1: Shelley Williams

Presentation Title: “The Time the World Shifted... How will You? Fairy Tales, SciFi and Biographies”

Presentation Focus: State and Evolution of the Hospitality and Tourism Industry

**Shelley Willilams**

Title: Vice President of Sales

Company: Hard Rock Hotel and Casino Atlantic City

Social Media Accounts: IG: williams0629 | TW: swilliams29 | LI: Shelley Williams

Bio:

She is the Vice President of Sales at Hard Rock Hotel and Casino Atlantic City, who oversees cash strategies, meetings, and hotel sales. Previously as the National Director of Sales for Caesars Entertainment, Shelley oversaw the sales efforts for over 26 properties nationally, which consisted of Hotels, Casinos, and Convention Centers across the United States.

Shelley joined the industry and began her hospitality career overseas in Uruguay, South America as a Corporate Meeting Planner. When relocating back to her native country of Canada, she joined the University of Windsor as Dept Head. for Hospitality services, later, she moved into the traditional supplier hospitality sector with Westmont Hospitality. Shelley oversaw a multi-branded portfolio for multiple hotel chains, including Hilton, Radisson, Choice, Wyndham, and Marriott. Shelley was enamored by Big Business, Thought Leadership, and the Gaming Industry, which led her to become the Opening Sales Director for Caesars Entertainment’s Canadian expansion- Canada’s largest casino convention resort in Windsor, Ontario. Shelley was then tagged by the U.S. Corporate offices to lead the Caesars Entertainment’s Regional Portfolio of Hotels, Meeting, and Convention sales division in the U.S. During her tenure for 13 years with Caesars Entertainment, her leadership progressive involvement and engagement in the industry that she served was always very important to Shelley.

Her participation, acumen, and charisma while serving on boards, committees, and various think tanks offering her thought leadership and an innovative mindset to think differently has been Shelley’s Secret sauce. She has been cited in many industry publications in Canada and the U.S. for hospitality trends, leadership, and sales methods. She is an active mentor in her industry organizations, as well as has served on multiple boards and committees.

Shelley has been recognized as a nominee for the Meeting + Incentive Travel’s 2015 Hall of Fame in the category of Industry Builder.

Shelley was awarded the AWARD OF EXCELLENCE for LEADERSHIP from Caesars Entertainment for her sales and strategy contributions to the opening expansion of the Harrah’s Waterfront Conference Center in Atlantic City 2016. In 2017 she was recognized by SMART Meetings Magazine as one of the TOP 100 Women in the Meeting and Event Industry as an Industry Leader.

Shelley studied International Business at Carleton University in Ottawa, Ontario, Canada and later Advanced Executive Management Certificate from the University of Montevideo.

Shelley is a life learner and appreciates the valuable insights from peers and industry leaders. She is a change management catalyst looking for less friction in our processes and transactions to deliver more useful and valuable outputs.

SPEAKER #2: Dahlia El Gazzar

Presentation Title: “Building a Powerful Digital Brand - LinkedIn Matters More than Ever”

Presentation Focus: Digital brand marketing, online networking + engagement tools

**Dahlia El Gazzar**

Title: Tech Evangelist

Company: DAHLIA+ Agency

Social Media Accounts: IG: @dahliaplus | TW: @dahliaelgazzar | LI: Dahlia Agency | FB: facebook.com/dahliaplus/

Bio:

Dahlia El Gazzar is the chief Tech Evangelist of DAHLIA+Agency. Since the inception of DAHLIA+Agency, their goal is to flatten each professional's tech learner curves by providing interactive and engaging educational experiences.

Dahlia has an OMG-attitude about all things tech and audience engagement solutions. With more than a decade of experience in the meetings and events sector, working on both the professional planning side and as an association collaborator, Dahlia is known as the coffee-fuelled 'go-to' source for trend-setting solutions, eventtech news, and social media expertise.

Her mission is to untether the busy professional from their desktop and office and enable them to be more efficient and productive working from a beach in Mexico [umbrella drink in hand] through their mobile device utilizing smart solutions and apps.

She is an Evernote aficionado, speaks globally on meetings and events technology, new-and-upcoming technology solutions and platforms. and Her mission is to empower event professionals with practical intel on everything tech related and educate them on the emerging digital innovation opportunities to elevate their events and audience engagement.

She wants you to break the status quo and #getshiftdone!

SPEAKER #3: Trevor Lui

Presentation Title: “Making Your Mark and Building Meaningful Relationships in the New Economy”

Presentation Focus: Mentorship, strategic networking, legacy, servanthood leadership

**Trevor Lui**

Title: Principal

Company: The Highbell Group

Social Media Accounts: IG: @TrevorLui | TW: @LuiSays | LI: Trevor Lui

Bio:

Trevor has made a life and career surrounded by the sights and sounds of food and drink. He has spent more than 20 years producing thousands of event experiences as an executive for major entertainment venues, top-tier hotels & casinos for the likes of heads of states and Hollywood starlets. A diverse builder of innovative implementation, brand marketing, operations and ground-zero build outs, he likens a good, honest meal on a street corner than being tied down to a corporate boardroom. He’s a lover of ‘the story’ and inspired with each bite and sip around him and believes we are all connected through our dining experiences.

Trevor recently shed his corporate job to fulfil his entrepreneurial dream of creating unique experiences. He has helped co-create and develop some of Toronto’s foremost food brands, Kanpai Snack Bar, Yatai Japanese Street Food, Shook Noodle, La Brea Food, Fat Rabbit and stackt market collaborations, Makan Noodle Bar and Pop Kitchen. His agency Highbell Group curates uniquely immersive culinary events that pushes the boundaries of innovation coupled with a growing list of clients that seek their services for branded video content in the style of his well-documented Soulful Food Stories series.

In addition, Trevor is a frequent consultant, speaker & editorial contributor to industry publications and business forums as well as holding executive posts on boards in the global tourism and academia space. He has also provided promotional ambassadorship to numerous notable consumer brands and is a regular contributor to Cityline. Look out for Trevor’s cookbook set to hit the shelves in fall 2020.

SPEAKER #4: Natalia Roblero, CIS

Presentation Title: “A Young Leader’s Strategy to Professional Success”

Presentation Focus: Young professional strategies for success, industry engagement, volunteerism, mental health and wellness



Natalia Roblero, CIS

Title: Business Development Manager

Company: Memorable Incentives DMC, Costa Rica & Panamá

Social Media Accounts: IG: @natyroberoa | LI: www.linkedin.com/in/natalia-roblero-cis-3802a1a6

Bio:

Born and raised in Costa Rica, Natalia has dedicated her 10-year professional experience in the Hospitality and Tourism Industry. After emerging in her first job as a group coordinator at Four Seasons Resort Costa Rica, she continued her career in the incentive travel industry.

Natalia is now the Business Development Manager at Memorable Incentives DMC, a high-end Destination Management Company that handles the event planning for corporate and incentive groups travelling to Costa Rica & Panamá, with one main goal: create unique memories. She is also the Young Leaders coordinator and Director of Education at SITE (Society for Incentive Travel Excellence) Central America Chapter.

When she’s not working, Natalia cherishes time with her five-year old daughter Mila and other family members. Dancing, travelling, reading and learning something new every day is what she strives for. “I believe knowledge – of even the smallest things- will eventually help you in your life and even encourage others in the least expected situations. Learning and sharing knowledge will always be a part of your human growth”.

Best piece of advice she’s ever received? Her mother has always been a believer of the Indian proverb “If your problem has a solution, why worry about it? Now, if your problem does not have a solution, why worry about it?”