

Exclusive Workshop with Hoftel and Dentons – Is the HMA model crumbling as franchise moves into luxury – and anyway, what extras does an HMA really bring?

DENTONS

Date and time:

Start: December 1, 2023, 10:30 AM GMT

End: December 1, 2023, 12:30 AM GMT

Location:

In Person and Online

HOTTEL and Dentons are delighted to welcome you to our annual franchising roundup in London starting at 10.30 am on 1st December.

Led by industry leading hotel franchising expert, **Babette Marzheuser-Wood**, we will examine the latest trends in the hotel franchise arena, under the title of:

“Is the HMA model crumbling as franchise moves into luxury – and anyway, what extras does an HMA really bring?”

As in previous years, there will be short presentations on new developments followed by an open debate under Chatham House Rules.

Guest speaker **Joe Pettigrew** from Starwood Capital will share insights on reservation systems.

The event is suitable for Hotel owners and investors looking to understand the latest trends in the Franchise segment.

For those attending in person, the seminar will be followed by a light lunch, finishing at around 13.30.

Places are limited to 20 delegates (for those who join in person). For guests who cannot make it in person, you can join this workshop virtually.

Register your interest:

To register your interest for this exclusive event, kindly write to Webinars.Europe@Dentons.com.

This is an excellent opportunity to network with fellow hotel franchise professionals, exchange experiences, and gather practical insights that can shape your franchise journey.

Your Key Contacts



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