

ROOM PURGATORIO

ROOM INFERNO

ROOM PARADISO

ROOM TERRA

10:00 - 10:30

WELCOME TO SCALE ITALIA

Fake myths and legends in the world of short-term rentals

10:30 - 11:00

MARCO CELANI

President Aigab

The numbers, value and latest trends of the Italian Short-Term Rentals market between state of the art and perspectives

11:00 - 11:30

PAOLA LAZZERETTI

SENIOR MANAGER FOR THE B2B PARTNER SUCCESS TEAM AT VRBO

The Path to Purchase

From inspiration to booking: a detailed analysis of the traveller's journey

11:30 - 12:00

PANEL

BART-JAN LEYTS

CEO AND FOUNDER OF OTAMISER

SAMUELE BALDESSERONI

CO-FOUNDER OF LUXFORSALE SHORT RENT

VINCENZO CAPOZZOLI

CEO & Founder Napoli aptments

Action and reaction of institutions

Moderator **Marco Novarese** - Associate Professor of Political Economy University UPO
Barbara Gramolotti - Novese district Project manager
Marco Celani - President Aigab
Angelo Malerba - President Anbba

How ranking optimisation is the key for scaling your property management

The Luxury Property Management

Key topics: - The history of Property Management and its current evolution
 - Luxury Property Management - Future trends in this market segment

Boundless Housing protagonist . The Property Manager meets the territory, Naples

12:00 - 12:30

NETWORKING BREAK

12:30 - 13:00

MIKAELA HILLERSTROM & SERGIO LOMBARDI

M.H. | ADMINISTRATIVE AND CRIMINAL LAWYER SPECIALISED IN TOURISM S.L. | PRESIDENT OBSERVATORY ON TOURISM OF THE ORDER OF CHARTERED ACCOUNTANTS OF ROME

Contracts & invoices: speak to each other!

How to construct Mandate and Rent-to-rent contracts for Property Managers and how to configure invoicing based on the contracts

ANTOINE SERRURIER

COCOONR CEO

COCOONR 2014- 2024 - from 1 to 4000 units. How to scale and keep quality at the same time ?

ALESSANDRO PONCINI

MANAGER, SOLUTIONS CONSULTANTS EUROPE PRICELABS

Busting Myths about Dynamic Pricing in Short-Term Rentals

This complex methodology is surrounded by myths and misunderstandings.
 However, varying prices based on market demand and other factors can significantly enhance the management of your properties.

GUIDO FORACI

COMMERCIAL DIRECTOR ITALIANWAY

Online lessons for property managers: Real training or false promises?

13:00 - 13:30

MARCO CELANI

CEO ITALIANWAY

What is happening in markets around the world and how to protect your business facing newly announced regulations and restrictions

PANEL

Why are there so many tech challenges, still

Moderator **Richard Vaughton** - Co-founder Yes Consulting
Marcus Räder - CEO & Co-Founder Hostaway
Lorenzo Lella - Head of Sales Octorate
Oreste Fischetti - Area Sales Director for the South Europe Avantio

MARC RIBAIL

FOUNDER OF QALIA

Your sustainability road map, the simple, free and actionable steps to start.

NOEMI OREGLIA

REVENUE CONSULTANT AND TEAM LEAD FOR THE ITALIAN MARKET AT BEYOND

The importance of events in your revenue strategy: how to detect them and make the most of them

When an event is announced in your market, understanding how advanced revenue management strategies can be applied is key to succeeding in a dynamic and competitive environment. In this presentation, you will learn:

- How to adjust prices in real-time based on demand fluctuations to maximize revenue.
- Methods for data analysis and market trends: 3 tips to use Search Data
- Best practices to make the most of events (with real examples!)

13:30 - 14:30

LUNCH

14:30 - 15:00

SERGIO LOMBARDI

PRESIDENT OF THE TOURISM OBSERVATORY OF THE ORDER OF ACCOUNTANTS OF ROME

Extra-hotel tourism: a real goldmine for municipalities and regions.

Analysis of the (abundant) economic resources that local communities receive from tourism flows

PANEL

Human VS Humanoid - What's the Balance? Keeping the Humanity in Hospitality

Moderator **Deborah Labi** - Founder Have You Got and The Techsplained Series
Luca Zambello - Co-founder and CEO of Jurny
Shahar Goldboim - Founder and CEO of Boom

JOHN AN

FOUNDER AND PRESIDENT OF OHANA STAY AND FOUNDER/CEO OF TECHTAPE

Driving Your Revenue Performance

CHIARA CONTENTE

SALES & BUSINESS DEVELOPMENT MANAGER ITALIANWAY

Challenges and opportunities of online and multi-channel distribution in vacation rental industry

15:00 - 15:30	MAURIZIO BELLANTE AUTHOR OF THE BEST-SELLING BOOK 'WITHOUT GOING AROUND IT TOO MUCH'	ROBIN CLIFFORD & DALE SMITH R.C. SALES DIRECTOR FOR EMEA AT GUESTY D.S. CEO OF THE HOST & STAY GROUP	NEELY KHAN I-PRAC MANAGING DIRECTOR	SABINA GIESE BUSINESS DEVELOPMENT - STRATEGIC PARTNERSHIPS BARBARHOUSE
	Benefits and Challenges of Collective Funding	Life of a property manager, the journey to one thousand homes and beyond <i>You're probably telling some kind of story for your short-term rental business, because everybody has told you to do so. But the problem is, few people (even today) understand how to tell stories that actually convert and catapult the growth of your brand. Join Hospitality 'Story Person' Neely Khan for an engaging session on all things stories, and how to make them make money for you.</i>	Stories, Monies and the Big Fat Mistake <i>The Ultimate Guide to Luxury Real Estate Management: How to Excel in Every Aspect!</i>	Beyond Luxury: 5-Star Property Manager
15:30 - 16:00	MARCO CANGEMI & TIZIANA BABBUCCI M.C. MARKETING MANAGER TARAHOME CONSULTING T.B. DIGITAL STRATEGIST TARAHOME CONSULTING	DAVIDE SCARANTINO PRESIDENT OF ITALIANWAY SPA	PANEL	CATERINA SANTUCCIONE SALES DIRECTOR SYSPAY
	The importance of Marketing for your Business	Property managers grappling with tax inspections: concrete examples of ongoing litigation and strategies to avoid jeopardising their business <i>After years of hard work and risks that the property manager takes on himself in running his business, with an often very complicated and unprofitable trade, he can also find himself facing and having to deal with disputes from the tax authorities. The mistakes not to be made and the precautions to be taken!</i>	Sustainability: Setting Your Short-Term Rentals Apart – Insights and Success Stories Moderatrice: Vanessa De Souza Lage - CEO & co-founder of Sustonica; Andrea Laghi - Head of Sales Affitti Brevi Italia; Cristiana Carpini , Ceo Tara Home Consulting Thomas Loughlin - Program Manager Sustainability Booking.com	The Dark Side of Payments and Future Industry Developments between Monetisation, Artificial Intelligence and Crypto
16:00 - 16:30	NETWORKING BREAK			
16:30 - 17:00	FRANCESCO ZORGNO CO-FOUNDER & CEO CLEANBNB	ANNIE HOLCOMBE NEXTPAX DIRECTOR OF TECHNICAL SUPPLY PARTNERSHIPS-AMERICAS CO-HOST ALEX AND ANNIE-THE REAL WOMEN OF VACATION RENTALS PODCAST CO-FOUNDER AHA MOMENTS	MICHELE KRZANOWSKI CO-OWNER AND MARKETING AND DIGITAL INNOVATION MANAGER AT ETESIAN S.P.A	MASSIMO BERNARDI HEAD OF SALES AND DEVELOPMENT IN FULL PRICE
	Scaling in Italy	Diversifying Distribution for Vacation Rentals <i>In an ever-evolving landscape of hospitality and travel, the key to success for vacation rental managers lies in diversifying distribution channels. This session explores innovative strategies and practical approaches to expand your reach beyond traditional platforms. Whether you're a property owner, manager, or industry professional, join us to discover how to leverage emerging technologies, partnerships, and niche markets to maximize occupancy rates and revenue streams. Learn from industry leaders who have successfully navigated the complexities of distribution diversification and gain insights into adapting your marketing and operational strategies to capitalize on new opportunities. Leave empowered to implement a diversified distribution strategy that ensures sustainable growth and resilience in the competitive vacation rental market.</i>	Scaling up from enterprise to company: organisation, processes and technology <i>We will talk and narrate how to go from business to business without dying behind operations. We believe that being a property manager means not only being able to acquire as many flats as possible but, above all, knowing how to manage operations and facilities. We will therefore tell you how we have succeeded in doing this: by starting again from organisation, processes and technology, we have been able to marginalize even on cleaning, closing 2023 with around 20% Ebitda</i>	It doesn't matter how big your accommodation is, but how you use it! <i>Good work on the identity of your properties can bring huge results in terms of:</i> <ul style="list-style-type: none">- revenues and costs- recruiting- marketing <i>- PERSONAL SATISFACTION (and reduced stress!)</i> <i>How to do it? We will tell you and share the numbers that confirm it.</i>
17:00 - 17:30	FEDERICO GALARDI GENERAL MANAGER ITALY JOIVY	PANEL	ELYSE ADJOBI & TIZIANA BABBUCCI E.A. SOCIAL MEDIA MANAGER TARAHOME CONSULTING T.B. DIGITAL STRATEGIST TARAHOME CONSULTING	LUCA ALBANO DIRECTOR OF PARTNERSHIP & ITALY CUSTOMER ALLIANCE
	Adapting to change: trends and innovations in the housing market	Do we still need many local Property managers offices when scaling ? Moderator Arianna Tomelleri - Vice President Tara Home Consulting -representative ANBBA Giulio Kadò - founder of Welcome Kadò; Sebastian Malec - Head of Growth at Tedee; Erika Rea De Falco - Italian market representative for KeyNest	Social Network : the cornerstone of your business	The guest sentiment roadmap: a strategic approach to increase your bookings
	ROOM PURGATORIO OPEN	ROOM INFERNO BOOK DIRECT STAGE	ROOM PARADISO INVESTMENT FORUM	ROOM TERRA OPEN
9.45	WELCOME TO SCALE ITALIA day 2			
10:00 - 10:30	ANTONIO BARBARA	DAMIAN SHERIDAN	MARCO CELANI	FEDERICA PETRONGARI

	CO-FOUNDER & CEO BARBARHOUSE	FOUNDER & DIRECTOR SCALE	CEO ITALIANWAY	CO-FOUNDER STARTBNB Construction engineer, co-founder of Startbnb: title TBA (administrative procedures)
	Dreaming big from 0 to 3000 real estate	The Power of Trust - 10 Essential Tips to Get More Direct Bookings <i>We all want more direct bookings but how can this be achieved without trust? Book Direct Show founder Damian Sheridan will share his top 10 recommendations to ensure your website visitors will trust your brand to book with you!</i>	Real Estate Market Introduction	Starting a non-hotel establishment as an opportunity to make a property compliant with specific regulations The importance of having a property that complies with urban planning, building, plant safety and health and hygiene regulations
10:30 - 11:00	MARKUS RÄDER	LUCA BOVE	MICHELE DIAMANTINI & MARCO CELANI	ALEN MÉAULLE
	CEO & CO-FOUNDER HOSTAWAY	ENTREPRENEUR AND FOUNDER OF LOCAL STRATEGY AND I'M EVOLUTION	M.D. CEO HALLDIS M.C. CEO ITALIANWAY E PRESIDENTE AIGAB TBA I SGR	ART DIRECTOR TARA HOME CONSULTING
	Customers are Changing: The Right Software Will Keep You Ahead of the Curve	Google for Holiday Homes <i>62% of travellers worldwide use Google search. And they use it at all stages, even to search for holiday homes.</i>	open discussion	Home staging: an added value
11:00 - 11:30	GIULIA CIBELLI & MARCO PROFITA	RICHARD VAUGHTON	GUIDO FORACI	MARCO CANGEMI & ALEN MÉAULLE
	ADs ITALIAN HOMING	CO-FOUNDER YES CONSULTING	COMMERCIAL DIRECTOR ITALIANWAY	MARKETING DIRECTOR & ART DIRECTOR TARA HOME CONSULTING
	Smart growth: from 8 to 100 flats with a solid sales network and effective operational management	OTA's are good for your health	Buytorent, Real Estate Market and Holiday Homes, the perfect mix to create value	Shaping your identity through branding
11:30 - 12:00	NETWORKING BREAK			
12:00 - 12:30	MICHELE KRZANOWSKI & ROSANNA DE FRANCESCO	DAVIDE SCARANTINO	PIETRO ZAMPINO	VALENTINA PESCIERELLI
	M.K. CO-OWNER E MARKETING AND DIGITAL INNOVATION MANAGER ETESIAN S.P.A R.D.F. MARKETING MANAGER ETESIAN S.P.A	PRESIDENT ITALIANWAY	Business Developer Manager di Buytorent	FOUNDER AND OWNER LE CASE DI VALENTINA
	The Phygital Customer Experience: the road, from digital to physical, towards 5 stars	How important it is to work on direct bookings	BTR e case-studies	Quality and kindness as competitive advantages
12:30 - 13:00	LUIGI CACCIATORE	ALEX O. HUSNER	FLAVIO ANGELETTI	GIORGIA DEIURI
	ARCHITECT AND OBSERVATORY MEMBER ODCEC ROME	CEO OF DIRECTLY ALEX	MANAGING DIRECTOR JOYVI INVESTMENTS	FOUNDER AJG INNOVAZIONE
	SALVA CASA: new opportunities for the real estate and tourist accommodation sector <i>With the latest Government manoeuvre ratified for the world of town planning and construction, new opportunities emerge to restore that widespread state of real estate legitimacy also to all accommodation facilities in the territory. It is therefore essential for all sector operators to understand the main issues addressed by the Save House Decree directly related to the tourism sector.</i>	How to Drive 95% Direct Bookings using The Marketing Flywheel Approach <i>Join Alex Husner for an illuminating session where she will reveal how to accelerate direct bookings by implementing The Marketing Flywheel. This innovative approach integrates seven crucial elements—Website, Content, SEO, Social Media, Reputation Management, Email Marketing, and PPC—creating a powerful, self-reinforcing cycle of growth and guest engagement.</i>	Real estate investment strategies: an evolving market	Creating Value in Local Communities: Social Sustainability Strategies that Inspire Local Communities'.
13:00 - 13:30	MARCO NICOSIA	ADRIANO CARÀ	FRANCESCO ZORGNO	SABINA GIESE
	CEO AND FOUNDER FULLPRICE	MARKETING MANAGER FT LAB	CO-FOUNDER & CEO CLEAN BNB	STRATEGIC PARTNERSHIPS BARBARHOUSE
	What will the weather be like in the Revenue of 2025? <i>Let's take a look at Full Price's forecast and learn together how to turn a cloudy day into a sunny one. And if it rains? We use the 3D pricing umbrella.</i>	Meta Ads for direct sales: approach and strategies	Buying and selling	It's not just the details that count. Creating and investing in luxury real estate: an opportunity limitless
13:30 - 14:30	LUNCH			
	OPEN	BOOK DIRECT STAGE	EXIT DOOR	OPEN
14:30 - 15:00	MASSIMO MAGNI	CHRISTOPHE SALMON	RICHARD VAUGHTON	BOB GARNER
	CEO AFFITTI BREVI ITALIA	CO-FOUNDER REVVOOS	CO-FOUNDER YES CONSULTING	FOUNDER AND CEO ENVIRONMENTAL
	Short Rents, Long Relationships: the happy triangle between property managers, landlords and territory <i>With their expertise in property management and promotion, property managers not only increase profitability for owners, but also contribute to the sustainable development of the area. They collaborate with local communities, enhance cultural and natural resources, and promote responsible tourism. Find out how to create a virtuous circle that benefits owners, guests and the whole territory</i>	Leveraging Reviews to Scale Your Vacation Rental Business	Healthy companies have more opportunities!	How sustainability is becoming embedded into short term rentals and how you can respond. <i>Bob talks about the sustainability shifts affecting short term rentals as the subject moves from niche to mainstream. He talks about what this means for your business and how you can take action to be part of this changing dynamic.</i>
15:00 - 15:30	MATTEO MIGNARDI	NEELY KHAN	PANEL	ANDREA LAGHI
	CO-FOUNDER STARTBNB & MEMBER OF THE OBSERVATORY ON TOURISM OF THE ORDER OF CHARTERED ACCOUNTANTS OF ROME	I-PAC MANAGING DIRECTOR		HEAD OF SALES, BUSINESS DEVELOPMENT AND PARTNERSHIPS AFFITTI BREVI ITALIA

News and new tax obligations in the non-hotel industry

The importance of the regularity of a non-hotel establishment in a period of change and innovation

How Trust Marketing can Triple Your Revenue

Every decision a paying guest or customer makes is based on trust. The truth is, if a person doesn't trust you, or the product you're selling, they will never have a transactional relationship with you, no matter how flashy your PR or other marketing is. In this session, MD of I-PRAC, Neely Khan will outline the pinnacle pillars of a solid trust marketing strategy, and how it can triple your short-term rental business's revenue.

Aggregations in the Short-Term Rental sector: how to create value through economies of scale

Moderator: **Cristiana Carpini** - CEO Tara Home Consulting
Alvise Vigilante - CEO, Etesian S.p.A., **Filippo Naldoni** - Founder, Director of Origination and Revenue Management, Etesian S.p.A

Follow the rhythm: the time factor for a Property Manager

Time is an often underestimated resource in the short-term rental sector, where speed and technology seem to dominate. However, optimal time management can make the difference between an ordinary property manager and a successful one. It is not only a matter of keeping up with the pace of the tourist season, but also of synchronising every step of the process: from the acquisition of properties to the duration of contracts and renewals, through to lead time and booking management. The key to success lies in finding the right balance between efficiency and quality, turning frenzy into a harmony of well-orchestrated operations.

15:30 - 16:00 NETWORKING BREAK

16:00 - 16:30 EMANUELE MARIA SACCHI ANTONIO BARBARA MICHELE DIAMANTINI, MARCO CELANI, ROBERTA VERCELLOTTI STEFANO TODISCO

EXECUTIVE MANAGER - EVOLUTION FORUM CO-FOUNDER & CEO BARBARHOUSE M.D. | CEO HALDIS M.C. | CEO ITALIANWAY E PRESIDENTE AIGAB R.V. | PROJECT MANAGEMENT OFFICE ITALIANWAY BUSINESS COACH AND HOSPITALITY TRAINER

Team - Winning team how to create a united team, pointing higher
How to create an environment where people really want to give their best - how to reduce conflicts and misunderstandings and foster the pursuit of excellence

How to make +50% bookings without OTAs with your own site

conclusion

Differentiating to grow: Strengthening strategies in the short-term rental sector

16:30 - 17:00 FRANCESCO ZORGNO PIERO AZZARITI STEFANO TODISCO

CO-FOUNDER & CEO CLEAN BNB CEO FEELINGITALY BUSINESS COACH AND HOSPITALITY TRAINER

Growth

Experiences to optimise business performance

From Value to Price: Pricing Strategies in Short Term Rentals

17:00 CLOSING