

EHL organizes a conference on the theme "Managing Hotels in Times of War"

Part of EHL's *Hospitality for Society initiative*, the conference will take place on the Lausanne campus on Tuesday, April 30th, and is open to the public.



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Lausanne, Switzerland – March 28 – [EHL Hospitality Business School](#), a leader in hospitality management education, is proud to announce its upcoming conference, "Managing Hotels in Times of War", as part of its "Hospitality for Society" initiative. The conference, scheduled for Tuesday, April 30th, will bring together industry experts to discuss the operational challenges and strategic shifts required to navigate the hospitality industry in conflict zones.

The event will take place on EHL's campus in Lausanne and will feature a panel discussion in English with renowned professionals and experts such as :

- **Mr. Guy Lindt**, General Manager of the American Colony Hotel in Jerusalem and EHL alumnus
- **Mr. Artem Prykhodko**, General Manager of the InterContinental in Kyiv
- **Mr. Nicolas Vout**, Head of Digital Transformation & Data at the International Committee of the Red Cross (ICRC) and EHL alumnus
- **Dr. Inès Blal**, Associate Professor at EHL Hospitality Business School who will moderate the panel.

The conference aims to explore the intricate connections between geopolitical changes and hotel operations, and how hotels try to transform into safe havens in times of conflict. The panel will delve into the operational challenges faced by hoteliers, including staff management, infrastructural modifications, and security aspects. The discussion will also highlight the role of ICRC in preparing hotels for escalating conflicts and managing new logistics.

"In navigating the complexities of managing hotels amidst conflict, we find profound lessons in resilience and adaptability, shaping the future of hospitality, and it's a real privilege for us to be able to gather such inspirational leaders", said Dr. Blal ahead of the conference.

EHL students, staff, and alumni can attend the conference free of charge, while external guests can register for a fee of 49 CHF. A networking cocktail will follow the discussion, providing attendees the opportunity to engage with the panelists and fellow industry professionals.

This conference is the first event of the Hospitality for Society platform, which gives voice to those making positive societal impacts through hospitality. It underscores EHL's commitment to fostering dialogue and learning around critical industry challenges.

We invite anyone who wishes to join and learn from the frontlines of hospitality management in conflict zones and contribute to a meaningful discussion on the role of hotels in society.

To register for the conference, [please visit this page](#).

About EHL Group :

EHL Group is the global reference in education, innovation and consulting for the hospitality and service sector.

With expertise dating back to 1893, EHL Group now offers a wide range of leading educational programs from apprenticeships to master's degrees, as well as professional and executive education, on three campuses in Switzerland and Singapore. EHL Group also offers consulting and certification services to companies and learning centers around the world.

True to its values and committed to building a sustainable world, EHL Group's purpose is to provide education, services and working environments that are people-centered and open to the world.

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