

SIDE EVENTS

08/11/2024 SIMED ARENA

16:00 - 19:00: 13TH ATALAYA REAL ESTATE CONFERENCE: UP-TO-DATE AND REAL ESTATE TRENDS

16:00 - 16:15: Welcome

Cristina Fernández Amores
CEO of Compra con Cristina

16:15 - 16:35: "Legal Keys for Real Estate: Practical Advice from a Notary Public"

Juan Enríquez García
García-Martino Notary Public

16:35 - 16:50: The current rental situation in Spain

Jesús Amair
Sales Manager of FINAER

16:50 - 17:10: New developments in real estate taxation | keys to conflictive cases

Juan Manuel Toro
Economist and Financial Advisor of Emede ETL Global

17:10 - 17:40: Virtual Assistants and Cybersecurity

Francisco Gutiérrez Soto
COO of Makensia

Jose Antonio Gutiérrez
Council Adviser of Makensia

17:40 - 18:05: Flex Living Redefines the Real Estate Market

José María Rincón
CMO of Homming

18:05 - 18:20: Your team | the best investment partner

Alberto García Zafra
Economist and Manager of ATALAYA Team

18:20 - 18:35: Join BPI Malaga - it's colder outside

Ángel Sánchez
President of Good Real Estate Practices Malaga (BPI Malaga)

18:35 - 19:00: "QUO VADIS" Vacation rentals???

José Miguel Bascones
Founding Partner of N&B Lawyers



08/11/2024 Auditorium 2

10:00 - 14:00: IV IDEALISTA REAL ESTATE CONFERENCE

A detailed analysis of the trends in the Andalusian real estate sector, the best strategies to take advantage of the current mortgage market and we will discuss key topics such as artificial intelligence, cybersecurity and technology, among many others.

Real Estate Market: analysis and forecasts 2025

Florentino Escalante

Sales director for south area of idealista

Galloping into the future of real estate: AI and ChatGPT in the Data Race

Daniel del Pozo

Operations director of idealista/data

Mortgage market: how to make the most of current opportunities

Juan Villén

Director of idealista/mortgages

AI and Cibersecurity in Real Estate: Are you ready...?

Lucero Ramos

Chief Information Security Officer of idealista

Multimedia and AI for Real Estate: Connecting in a disconnected society

Ana Palacios

Training project manager of idealista

Humanising your service in an increasingly digital society

Catia Batista

UX and Product director of idealista

Talent detection, development and retention

Raquel García

Production director of idealista

idealista

09/11/2024 CONFERENCES 1

10:00 – 18:50: AHSE HOME STAGING CONVENTION 2024

10:15 - 11:45: *Meet and Greet* "Home Staging as a marketing tool to market properties".
Vacation special / Guests of honour!

12:30 - 14:20: *Meet and Greet* "Home Staging as a marketing tool to market properties".
Investors special / Guests of honour!

16:00 - 16:30: ASHE Moment. *Space for sponsors and raffles*

16:30 – 17:40: *"Personal branding"*. Epic Branding: Enhance your differentiation, through emotion

Gemma Fillol

17:40 – 18:50: *"Network management"*. Charting the way: How to guide your customer in social media

Karen Gregorio

18:50: Closing



ahse
asociación
home staging
españa