



25-27 NOVEMBER 2020  
SEVILLE, SPAIN

# TOURISM INNOVATION GLOBAL SUMMIT



## WHERE TECHNOLOGY MEETS TOURISM

CALL FOR SPEAKERS



# WHERE THE FUTURE OF TOURISM GETS DECIDED

# CALL FOR SPEAKERS

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## 01. INTRODUCTION TO TOURISM INNOVATION SUMMIT

The tourism sector has faced unique challenges even before the health crisis. In recent years we have experienced the bankruptcy or restructuring of large tourist groups that have put our industry on high alert. The worldwide health emergency, with the Covid-19, has forced the closure of thousands of air routes and our sector has suffered an unexpected halt. The slow opening of routes, destinations, hotels and distribution channels does not guarantee anyone to save a “horribilis year”.

It is time to adopt new strategies if we want to quickly regain our market shares. However, the most vibrant industry in the world has great challenges ahead, hundreds of obstacles to overcome, a permanent change in traveller behaviour and new security protocols. Faced with this situation, **technology is becoming the great ally** for destinations, airlines, hotel companies or distribution channels. That is why, **only those who manage to incorporate**

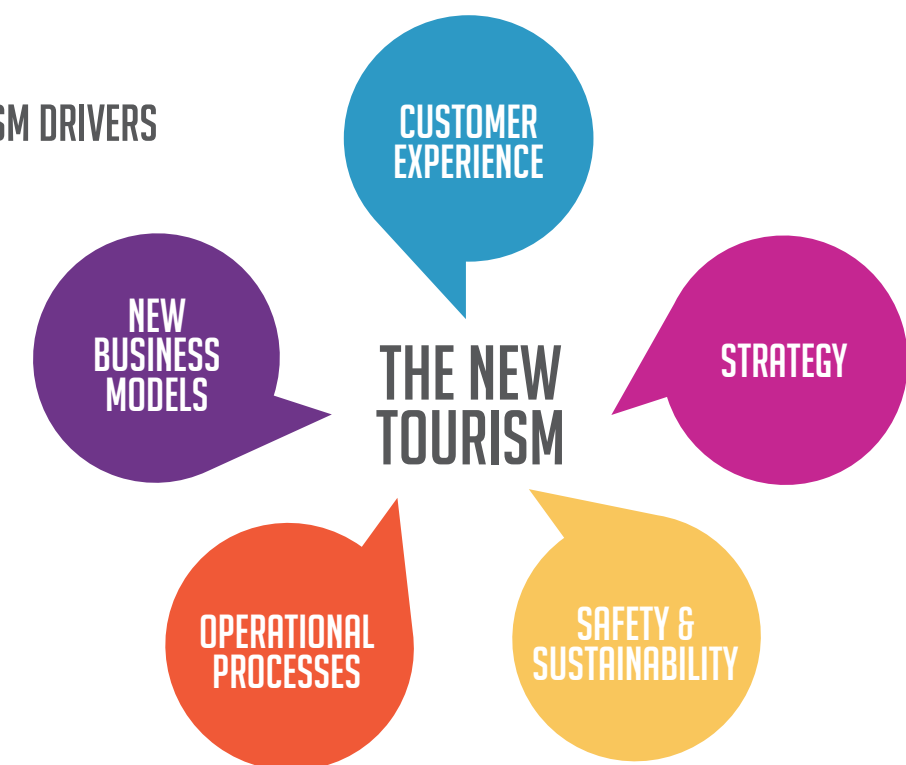
data analytics, automation, new payment systems, new distribution channels, artificial intelligence, CRS, GDS, new loyalty programs, cybersecurity, sustainability, etc. **to reposition their tourism product, they will survive.**

**2020** is going to be a year that marks a **before and after** especially in our industry. How do we identify threats, how to discover new opportunities, how to set an action plan based on the expectations and new behaviors of the traveler in this new decade?

**TIS - Tourism Innovation Summit 2020** provides leaders of the tourism industry with a space to exchange strategies, technological solutions and business meetings to define the actions of the tourism sector for the next decade. Where the strongest and the most daring will meet to promote the re-birth of the sector.



## THE NEW TOURISM DRIVERS





# WHERE THE FUTURE OF TOURISM GETS DECIDED

# CALL FOR SPEAKERS

## 02. PURPOSE OF TOURISM INNOVATION SUMMIT 2020 CALL FOR SPEAKERS. WHO CAN PARTICIPATE?

Tourism Innovation Summit 2020 'Call for Speakers' is looking for tourism business innovators, tourism experts, corporate travel experts, entrepreneurs, analysts, scholars, government officials, universities, R&D centers, tourism associations and organizations with the most powerful, innovative and disruptive ideas, success stories, initiatives, solutions or projects within the framework of digital business and technology, sustainability and innovation inside the tourism industry. This call is opened to consortiums (public-private institutions), industry experts, social activists, and anyone with innovative ideas, research, analyses, studies, vision and strategies that can help inspire tourism leaders, business and destinations.

All individuals who are identified with this aim are invited to submit their proposals to Tourism Innovation Summit 2020.

TIS is a truly committed diversity-oriented global conference so you are more than welcome to submit your applications regardless your geography, age, gender, race, etc.

## 03. TOURISM INNOVATION SUMMIT KEY TOPICS

Tourism Innovation Summit 2020 main drivers that will be considered for the approval of your submission are\*:

### 3.1. TIS2020 Tourism Business imperatives.

TIS is looking for the best success stories on tourism business for its innovative business model, customer experience, operational processes, transformation of the organization or the product, cost effectiveness of campaigns, revenue models that could be of inspiration for any tourism leader to get to know it and to be inspired.

### 3.2. TIS2020 Tech Solutions.

Tech solutions have a direct impact on the profits of any tourism business. We want to know success stories and experiences on how digitization has a direct impact on a destination, a tourism product or experience and the way its managed itself. Will go on stage the best implementation and use of technology on the tourism and travel industry in the intersection of automation between sales, operations, billing systems and marketing. Also, the most cutting edge technologies that are transforming the industry with new business models thanks to cybersecurity, cloud, AI, VR/AR, IoT, Data, automation, robotics, among many others.

### 3.3. TIS2020 Vertical Forums.

If your innovative experience, sustainable project or technology application is very focused on a particular segment of the tourism industry, we would like you to mention which one according to the ones in depth that Tourism Innovation Summit 2020 designed, and are the following:

- Destinations
- Travel & Mobility
- Hospitality
- Distribution Channels
- Leisure
- MICE

### 3.4. TIS2020 Marketing & Branding experiences

Destinations and tourism activities are redefining their own value proposition, experience and strategies due to new consumer insights and market demands. CMOs, DMCs and tourism authorities need to redefine their products and get in touch with the latest technology and most disruptive projects to transform their own products and organization. Success stories on how Martech is transforming tourism and travel industry will go on stage, as well as success stories on reputation, rebranding or consumer insights within this industry.

Are you ready to share your knowledge? We want to hear from you!

*\* Please note that TIS is meant to inspire to a professional audience. In order to keep this congress knowledge-share approach spirit any solution or product sales-oriented pitch presentation will not be accepted.*

## 04. HOW TO SUBMIT YOUR PROPOSALS

To send your proposal to be part of the Tourism Innovation World Summit, please fill in all the information of the online form that you will find [here](#).

All proposals must comply with the detailed terms and conditions. The attached form will require, among others, the following details:

- Brief biography of the speaker (maximum 400 characters).
- Title of the presentation (maximum 100 characters).
- Detailed summary of the presentation (maximum 2500 characters) - It should include: scientific-technological, strategic and industrial objective, background and technological and business context, improvement over what exists, methodology, results, conclusions, level of implementation, future forecasts and upcoming challenges.
- Audience of the proposal

## 05. DEADLINES TO TAKE IN CONSIDERATION

The key dates to consider are the following:

- Receipt of proposals - **Deadline: October 23, 2020**
- Selected proposals - **Confirmation date: from October 27, 2020** all the participants will be informed of the results of their proposals.

## 06. FREQUENT QUESTIONS

### In what language can the proposal be presented?

The official language of the conference is English. Nonetheless, Spanish proposals could be accepted for some conferences. Proposals in other languages will not be accepted.

### Does it have any economic cost to participate in the Speakers call?

No, it's totally free.

### How many proposals will be accepted?

The number of accepted proposals is the responsibility of the Steering Committee and may vary depending on the quality of the proposals received and the final requirements of the program itself.

### Is it possible to extend the information after the call?

If you need to modify or expand any information presented, you must contact us through [congress.tis@barter.es](mailto:congress.tis@barter.es).



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## 07. EVALUATION CRITERIA

The objective of the Tourism Innovation World Summit is to provide a comprehensive view of the most important topics of the Tourism Industry for professionals and companies, through unique and high level conferences that will showcase the most innovative, disruptive and inspiring ideas, practices and technologies.

The selection criteria are:

- For the impact it can bring to the key issues of the congress.
- For its innovation
- For originality, disruption and differential vision.
- For the arguments and information of the presentation.
- Commercial presentations are not allowed.

## 08. INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS

The participant is responsible for the authorship of the submitted proposal. It holds the rights of intellectual property and, where appropriate, of industrial property. The participant is responsible for the submitted proposal that does not violate the rights of intellectual property, industrial property rights, copyright and / or image rights and assumes full responsibility with respect to third parties; the organization is free of all responsibility. Once the proposal has been selected, the organizers can publish any data considered public (author, company / organization, title, summary, website and topic).

### Data Protection

The Tourism Innovation World Summit organization is committed to maintaining the confidentiality of the proposals received and of the companies or authors. He will only share them with the members of the Steering Committee. Once the proposal has been selected, the organizers can publish any data considered public (author, company / organization, title, summary, website and topic). All the participants are responsible for the authorship of the submitted proposals, they are owners of the intellectual property rights and, where appropriate, of the industrial property. Each participant is responsible for the submitted proposal that does not violate the rights of intellectual property, industrial property rights, copyright and / or image rights and assumes total responsibility with respect to third parties. The Organization of the Congress is free of all responsibility.

## 09. CONTACT

For any questions or suggestions regarding the Call for Speakers or Tourism Innovation World Summit, you can contact us at:

- T: 00 34 934 923 803
- E: congress.tis@barter.es

If you are also interested in exhibiting or knowing different options for participation in the Tourism Innovation World Summit, contact us at:

- T: 00 34 919 551 551
- E: info@tisglobalsummit.com



NETWORK

KNOWLEDGE

BUSINESS OPPORTUNITIES

PERFORMING STUNNING EXHIBITIONS  
TO YOUR BUSINESS SUCCESS

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