



TIS TOURISM
INNOVATION
SUMMIT

10-12 NOVEMBER 2021
SEVILLE, SPAIN
#TIS2021

RESTART

THE NEW WAYS OF TRAVEL

CALL FOR SPEAKERS



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01. INTRODUCTION TO TOURISM INNOVATION GLOBAL SUMMIT

Tourism industry is facing one of the most difficult times in decades with the expansion of the COVID-19 at a global scale. **Reactivation** is one of the priorities of travel and tourism industry these days, but it is not the only one. Restarting tourism must come together with a value proposition where health and safety are assured.

A key element to achieve this goal is **trust**. Strategies and actionable tactics to build a more trusted travel experiences and how we articulate communication around it will become essential. Also, getting the right insights from one and every single one travel profile will turn into gold for the industry to cover all the needs of the new demands. In that sense, understanding people's diversity to create an **inclusive tourism** value proposition is an imperative with a high potential of business opportunities for the industry. We are seeing how **sustainability** is transforming from an idea to a profitable principle for tourism.

Last but not least driver that will transform tourism dramatically is technology. We are living on a **digital** economy where there is plenty of tools but also threats that must be embraced to have the right responses on time.

TIS - Tourism Innovation Summit 2021 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. This is a global discussion for tourism leaders to define together the new ways of travel and the route map to restart our precious industry.

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02. PURPOSE OF TOURISM INNOVATION GLOBAL SUMMIT 2021. CALL FOR SPEAKERS

Tourism Innovation Global Summit 2021 ‘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.

03. WHO CAN PARTICIPATE?

All individuals who are identified with this aim are invited to submit their proposals to Tourism Innovation Global Summit 2021.

Tourism Innovation Global Summit 2021 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.

04. TOURISM INNOVATION GLOBAL SUMMIT KEY TOPICS

Tourism Innovation Global Summit 2021 main drivers that will be considered for the approval of your submission are*:

4.1. Tourism Business Imperatives.

TIS is looking for the best success stories and strategies to reactivate tourism and travel, strategies to recover travellers’ trust, reposition destinations, and new proposals on digital, sustainable and inclusive tourism.

4.2. 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.



4.3. 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 Global Summit 2021 designed, and are the following:

- Destinations
- Travel & Mobility
- Hospitality
- Distribution Channels
- Leisure & Culture travel
- MICE
- Business Travel
- Activities & Attractions

4.4. 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!

05. AGENDA PREVIEW

WEDNESDAY 10th NOVEMBER							
	Main Auditorium	Auditorium 9	Auditorium 5	Auditorium 6	Auditorium 7	Auditorium 8	Tourism Innovation Theatre
10.00h	TOP KEYNOTE						
11.00h	MEGATRENDS DEBATE	MINISTERIAL AGENDA	DESTINATIONS OF THE FUTURE	HOSPITALITY TECH FORUM	TRAVEL FORUM	CMO-CSO FORUM	Digital Demos
11.30h	MEGATRENDS DEBATE						
12.30h	Expo Network Time & Coffee Break						
13.00h	OPENING	MINISTERIAL AGENDA	DESTINATIONS OF THE FUTURE	HOSPITALITY TECH FORUM	TRAVEL FORUM	CMO-CSO FORUM	Digital Demos
14.00h	Leadership Summit			Lunch Break			
16.00h	TOP KEYNOTE	MINISTERIAL AGENDA	DESTINATIONS OF THE FUTURE	HOSPITALITY TECH FORUM	TRAVEL FORUM	BUSINESS TRAVEL FORUM	Digital Demos
17.00h	MEGATRENDS DEBATE						
18.30h	SEVILLA DOWNTOWN NETWORKING ACTIVITIES						



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05. AGENDA PREVIEW

THURSDAY 11th NOVEMBER							
	Main Auditorium	Auditorium 9	Auditorium 5	Auditorium 6	Auditorium 7	Auditorium 8	Tourism Innovation Theatre
10.00h	TOP KEYNOTE						
11.00h	MEGATRENDS DEBATE	REGIONAL TOURISM COUNCELORS AGENDA	DESTINATIONS OF THE FUTURE	HOSPITALITY TECH FORUM	TRAVEL FORUM	DIGITAL & CIO'S SUMMIT	Digital Demos
11.30h	MEGATRENDS DEBATE						
12.30h		Expo Network Time & Coffee Break					
13.00h	MEGATRENDS DEBATE	REGIONAL TOURISM COUNCELORS AGENDA	DESTINATIONS OF THE FUTURE	HOSPITALITY TECH FORUM	TRAVEL FORUM	DIGITAL & CIO'S SUMMIT	Digital Demos
14.00h	Leadership Summit			Lunch Break			
16.00h	TOP KEYNOTE	REGIONAL TOURISM COUNCELORS AGENDA	DISTRIBUTION CHANNELS FORUM	LEISURE FORUM	MICE SUMMIT	DIGITAL & CIO'S SUMMIT	Digital Demos
17.00h	MEGATRENDS DEBATE						
18.30h	SEVILLA DOWNTOWN NETWORKING ACTIVITIES						

FRIDAY 12th NOVEMBER							
	Main Auditorium	Auditorium 9	Auditorium 5	Auditorium 6	Auditorium 7	Auditorium 8	Tourism Innovation Theatre
10.00h	TOP KEYNOTE						
11.00h	MEGATRENDS DEBATE	TOURISM CITIES PROMOTION AGENDA	DISTRIBUTION CHANNELS FORUM	LEISURE & CULTURE FORUM	MICE SUMMIT	LUXURY FORUM	TOURISTECH STARTUP FEST
11.30h	MEGATRENDS DEBATE						
12.30h		Expo Network Time & Coffee Break					
13.00h	MEGATRENDS DEBATE	TOURISM CITIES PROMOTION AGENDA	DISTRIBUTION CHANNELS FORUM	LEISURE & CULTURE FORUM	DMC'S AGENDA	LUXURY FORUM	TOURISTECH STARTUP FEST

06. HOW TO SUBMIT YOUR PROPOSALS

To send your proposal to be part of the Tourism Innovation Global Summit 2021, 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.

07. DEADLINES TO TAKE IN CONSIDERATION

The key dates to consider are the following:

- Receipt of proposals - Deadline: **September 17th, 2021**
- Selected proposals - Confirmation date: **from September 23rd, 2021** all the participants will be informed of the results of their proposals.

08. FREQUENT QUESTIONS

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

No, it's totally free.

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.

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.

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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.

Does the organization cover the flight and accommodation, or honorariums of selected candidates?

Tourism Innovation Global Summit 2021 works under a non-Travel Expenses policy. Speakers are responsible for all their travel and expenses, and no fees will be covered. Tourism Innovation Global Summit 2021 Steering Committee reserves the right to evaluate whether the candidate can be subject of an exception upon request.

09. EVALUATION CRITERIA

The objective of the Tourism Innovation Global Summit 2021 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.

10. INTELLECTUAL AND 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 Global Summit 2021 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.

11. CONTACT

For any questions or suggestions regarding the Call for Speakers or Tourism Innovation Global Summit 2021, you can contact us at: **E: congress.tis@barter.es**

If you are also interested in exhibiting or knowing different options for participation in the Tourism Innovation Global Summit 2021, contact us at:

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



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