How to use efficiently digital tools in Tourism?

Webinar | Online via Webex

03 July 2024, 10:00 – 11:30 (CET)

Draft Agenda

10:00 - 10:10	**Opening** **Moderator:** Urška Starc Peceny, Expert of the T4T Digital subgroup Task Force on data-driven tourism services, Arctur and Tourism 4.0 **Speaker:** • Misa Labarile, Policy Officer, Tourism, European Commission
10:10 - 10:30	**Roundtable 1 – Measuring the impact of events** **Moderator:** Urška Starc Peceny, Expert of the T4T Digital subgroup Task Force on data-driven tourism services, Arctur and Tourism 4.0 **Speakers:** • Petra Stušek CEO of Ljubljana Tourism • Gorazd Čad, Positive Planet Event • Jonathan Huffstutler, Marketing & Partnerships Manager, EonaX • Tarek Habib, CEO, Murmuration
10:30 - 10:45	**Q&A**
10:45 - 11:05	**Roundtable 2 – Visualising the tourism management** **Moderator:** Dolores Ordonez, Expert of the T4T Digital Subgroup Task Force on data-driven tourism services. Anysolution **Speakers:** • Laura Flores, Director of Business Development and New Technologies. SEGITTUR. Spanish Ministry of Industry, Commerce and Tourism • Barry Rogers, Head of Dublin City Tourism Unit • Mirko Lalli, CEO, DataAppeal
11:05 - 11:20	**Q&A**
11:20 - 11:30	**Closing** • Dr. Urška Starc Peceny, Expert of the T4T Digital subgroup Task Force on data-driven tourism services, Arctur and Tourism 4.0 • Emmanuel Mounier, Chair of the T4T Digital Subgroup