

New Trends in Tourism 2018 – 6th of April 2018!

Learn about the latest technologies in tourism that bring revolutionary solutions. Creating cohesion between the restaurant brand and the employer brand. Providing guests with services that build the value of their experiences, that is guest experience 4.0. Also, find out about the power of the film in tourism, how to build an effective video marketing strategy with the help of "Stories" on Facebook and Instagram.

All of the above and many more topics for and about tourism will be discussed during the 9th edition of the New Trends in Tourism 2018 conference - one of the biggest events of the tourism industry in Poland! Experts from Poland and abroad will meet us on 6th April at the European Solidarity Centre in Gdansk. 1 Conference, 3 workshops stages, more than 20 experts.

Meet the speakers!

The lectures on the main stage will be conducted in 4 main blocks: Unobvious marketing counterattacks, Marketing of the direction - Veni, vidi, vici, New technologies - back to the future, Talent management - (NOT ONLY) where eagles dare. Our lecturers will include, among others:

Julia Izmalkowa – A psychologist, lecturer, power speaker. Her speeches at international conferences break records of popularity and are the best-rated speeches on the agenda. As a #TravellingCEO she flies around the world approximately 50 times per year and conducts research, lectures and trainings for brands from the FORTUNE 500 list.

Olivier Ponti - Manager Research in Amsterdam Marketing. He is able to transform complex data into concrete actions. Guided by his infinite curiosity, he keeps up to date with the latest trends in the world of digital analytics.

Natalia Hatalska - trends analyst, founder and CEO of the Institute for *Future* Studies - Infuture Hatalska Foresight Institute. Originator of many campaigns based on non-standard advertising activities and awarded in advertising competitions.

Wioletta Hamerska - The most mysterious hotel guest in Poland. President and founder of the Family Friendly Hotel and originator of this nationwide campaign, which has been changing the standards of family service for 10 years. She frequently appears and publishes in the media: Polsat News, TVN 24, Uroda Życia, VIVA, rp.pl, commenting on current trends and phenomena on the tourism market.

It's also important to mention, that in panel devoted to Unobvious Marketing, we'll meet with Wirtualna Polska's experts: **Wioletta Wabnic** (Key Account Manager) and **Dominika Olszyna** (Content Strategist).

Learn from the best!

In addition to lectures, during the conference you will be able to take part in as many as 8 workshops with the best specialists in the industry. Acquire knowledge, ask questions and develop with us.

Artur Jabłoński will teach you, among others, how to configure advertising on Facebook step-by-step and show you what are the most common mistakes made. He will also teach you how to analyze and scale Facebook campaigns.

Magdalena and Bartłomiej Daniłoś will present the formulas used by the best in creating effective video marketing campaigns. After this workshop you will never again have to think about how to create a video campaign that reaches precisely the target group.

At the workshop with **Katarzyna Derezińska and Agnieszka Malkiewicz** we will work together to build a coherent proposal of values and guests of an exemplary restaurant. We will analyze the process of building a brand so that each participant of the workshop knows how to carry it out in their own facility.

More information on the conference programme <http://trendywturystyce.pl/program2018/>

Get to know each other!

The organizers will also take care of the exhibition area, which creates the possibility for the partners of the conference to present their products and offers. Conference participants will be able to get acquainted with the full offer of the companies and obtain information and promotional materials.

The conference will be hosted by a famous journalist and traveller, Jarosław Kuźniar.

More information on the conference website: <http://trendywturystyce.pl>

Come and join us!