

The European Travel Commission, Modul University Vienna & City Destinations Alliance cordially welcome participants to the

17TH TOURMIS USERS' WORKSHOP

&

INTERNATIONAL SEMINAR ON THE FUTURE OF BUSINESS TRAVEL AND EVENTS FOLLOWING THE COVID-19 PANDEMIC

'Unlocking the Secrets for a Sustainable Transition'

Venue: Modul University Vienna, Am Kahlenberg 1, 1190 Vienna, Austria

The event is kindly sponsored by:

Austrian National Tourist Office & Vienna Tourist Board

EUROPEAN
TRAVEL
COMMISSION

**MODUL
UNIVERSITY**
PRIVATE UNIVERSITY VIENNA

CITY
DESTINATIONS
ALLIANCE

TourMIS USER'S WORKSHOP & INTERNATIONAL SEMINAR 2022

Dear Delegate,

It is our pleasure to welcome you to this two-day hybrid event which has been organised jointly by the European Travel Commission (ETC), City Destinations Alliance (CityDNA), and Modul University Vienna. We believe that the topics carefully selected for this event are of great importance for most tourism organisations and the European tourism industry at large.

The evaluation and monitoring of marketing activities is a vital step in helping tourism managers to develop marketing strategies. Nowadays, technology provides valuable support to facilitate the performance of complex analyses and TourMIS, the leading tourism marketing information system in Europe, effectively serves this aim. By attending the workshop on the first day, led by Professor Karl Wöber, founder of TourMIS, participants will learn how to enter tourism statistics into the system and how to use the various benchmarking tools to produce valuable market research reports.

The International Seminar on the Future of Business Travel and Events Following the COVID-19 Pandemic on day 2 will be led by ETC. To remain competitive within the global tourism sector, it is important to understand how different segments within the industry navigate their path of recovery as travel restrictions ease. Business travel – including corporate travel and the meetings and events industry – is a key market segment for many European destinations and has been drastically affected by the pandemic. The ability to meet through technological means became vital during the pandemic, and such developments continue to accelerate even as travel resumes. Meanwhile, extended periods of isolation and the limitations of technology have shined a light on the importance of in-person meetings. The key objective of this event will therefore be to understand what the future of business travel and meetings will look like. Key topics will be 'Trends and Outlooks', 'Sustainable Transition', and 'Digital, Physical, or Hybrid Meeting Formats'.

Both days have been planned to encourage the active participation of delegates in the program. We are looking forward to meeting you for a motivating and challenging few days in Vienna!



KARL WÖBER

Modul University
Vienna



EDUARDO SANTANDER

European Travel
Commission



PETRA STUŠEK

City Destinations
Alliance

MEETING VENUE



Austria is located in the heart of Europe. The capital, **Vienna**, enjoys a moderate and mild climate with summer temperatures ranging from 20 to 30°C. For more information, visit the website of the Vienna Tourist Board: <http://www.wien.info/en>

The venue for the events is Modul University Vienna (MU Vienna), which is located on top of Kahlenberg offering a marvellous view over the city.

The seminar rooms at MU Vienna are equipped with IT facilities and free wireless Internet connection. Since 2007, MU Vienna has been offering cutting-edge education (BBA, BSc, MSc, MBA, and PhD study programs) in the areas of international management, new media technology, public governance, sustainable development, and tourism and hospitality management.

MU Vienna offers a community-oriented atmosphere. Its student population represents over 70 countries, thus, offering a truly multicultural, international study environment. All study programs are conducted entirely in English. Environmental and social sustainability is a key principle of MU Vienna and is not only reflected in the university's academic activities but also in the daily workflow. The choice of an environmentally friendly venue as MU Vienna contributes to green the events.

Conference Hotel

Motel One Wien-
Westbahnhof
Europaplatz 3, 1150 Vienna,
Austria
Tel: +43 (0) 1 359 35-0
wien-westbahnhof@motel-one.com
www.motel-one.com

Conference Location

Modul University Vienna
Am Kahlenberg 1
1190 Vienna Austria
Tel: +43 (0) 1 3203555 0
<http://www.modul.ac.at>

Local Contact

Kimberley Marr, Program Coordinator
kimberley.marr@modul.ac.at
Michael Straube, Event & Facility
Manager
michael.straube@modul.ac.at
Tel: +43 (0) 1 3203555 110



PROGRAMME

17th TourMIS USERS' WORKSHOP

Thursday, September 08, 2022

Time	Session	
09:00 - 09:30	Transfer from Motel One Wien-Westbahnhof to the Workshop Venue Modul University Vienna, Am Kahlenberg 1, 1190 Vienna	
09:30 - 10:00	Conference registration / Coffee and tea	
10:00 - 11:00	<p align="center">INTRODUCTION TO THE TOURISM MARKETING INFORMATION SYSTEM - TourMIS</p> <p align="center">KARL WÖBER Modul University Vienna</p> <p>This session provides a short introduction to the objectives of TourMIS by its chief developer Prof. Dr Karl Wöber. At the end of this session, Karl gives an overview of the new features he programmed during the last year and introduces the outline of the workshop.</p>	
11:00 - 12:15	<p align="center">HOW TO BECOME AN ACTIVE CONTRIBUTOR TO TourMIS</p> <p align="center">KARL WÖBER Modul University Vienna</p> <p>This session explains the basics and is particularly interesting for people sharing their tourism statistics on TourMIS (data inputters). Bring your notebook and your tourism statistics! Karl will help you to enter your statistics into the system.</p>	<p align="center">HOW TO ENTER AND ANALYSE VISITORS TO ATTRACTIONS AND SITES</p> <p align="center">BOZANA ZEKAN Modul University Vienna</p> <p>The attractions and sites database is a unique tool for monitoring and comparing the importance of cultural and natural attractions in European tourism destinations. Bozana will show you the power of this tool and how to participate in this project.</p> <p align="center">THE CityDNA SHOPPING BAROMETER</p> <p align="center">BOZANA ZEKAN Modul University Vienna</p> <p>The objective of the CityDNA shopping barometer is to shed light on the costs differential existing across cities in Europe, collecting publicly available data for a specific set of items among those commonly consumed by visitors. Bozana will explain these items and show how to become an active participant in this project.</p>
12:15 - 13:30	Lunch	

PROGRAMME

13:30 - 14:15	<p>BENCHMARKING TOURISM DESTINATIONS</p> <p>KARL WÖBER Modul University Vienna</p> <p>This session introduces participants to more advanced and new analysis and reporting features. A particular focus will be put on changes that have been introduced to the system since the previous workshop.</p>	<p>MEETINGS INDUSTRY BENCHMARKING ON TourMIS</p> <p>JASON STIENMETZ Modul University Vienna</p> <p>In this session, Jason will present a very powerful tool that allows city tourism destinations to share and compare data on their meetings industry.</p>
14:15 - 14:45	<p>THE CONNECTIVITY OF RAILROADS IN EUROPE</p> <p>KIMBERLEY MARR & KARL WÖBER Modul University Vienna</p> <p>Kimberley and Karl will provide insights into an exciting new extension to TourMIS. We will analyse the density of the European train system and learn how tourism flows are supported by the European railway network.</p>	
14:45 - 15:15	<p>Coffee break</p>	
15:15 - 15:45	<p>ESTIMATING CO2 EMISSIONS GENERATED BY TOURISM IN EUROPEAN CITIES</p> <p>ULRICH GUNTER Modul University Vienna</p> <p>In this session, Ulrich will present to you a model which allows tourism destinations to estimate and monitor the CO₂ emissions caused by tourists travelling to their destination.</p>	
15:45 - 16:45	<p>APPLICATION PROGRAMMING INTERFACES (APIs) AND THEIR USE FOR DMOs</p> <p>SEBASTIAN FERRARI (Modul University Vienna), KARL WÖBER (Modul University Vienna), CLEMENS KÖLTRINGER (Vienna Tourist Board), JULIA JAKOUBEK (Vienna Tourist Board), & DANIËLLA BRUST-BLUMINK (amsterdam&partners)</p> <p>In this session, we will present various APIs of providers of important tourism data. We will then explain how APIs can be used for retrieving large datasets and provide hints and examples. Karl will introduce the new TourMIS API, which will allow all TourMIS data inputters to connect the TourMIS database with their dashboards and Daniëlla will provide an example how they use it for their information system for Amsterdam.</p>	
16:45 - 17:45	<p>THE FUTURE DEVELOPMENT OF TourMIS</p> <p>KARL WÖBER Modul University Vienna</p> <p>In this workshop-style session, participants are invited to discuss with Karl various options for the future development of TourMIS.</p>	
18:00	<p>Transfer to Motel One Wien-Westbahnhof (for delegates not registered for our dinner event) or to restaurant Weingut Heuriger Muth.</p>	
18:30	<p>Dinner at Weingut Heuriger Muth. Transfer back to the hotel at 22:00.</p>	

INTERNATIONAL SEMINAR ON THE FUTURE OF BUSINESS TRAVEL AND EVENTS FOLLOWING THE COVID-19 PANDEMIC “UNLOCKING THE SECRETS FOR A SUSTAINABLE TRANSITION”

Friday, September 09, 2022

TIME	SESSION
09:00 - 09:30	Transfer from Motel One Wien-Westbahnhof to the Seminar Venue Modul University Vienna, Am Kahlenberg 1, 1190 Vienna
09:30 - 09:45	Conference registration / Coffee and tea
09:45 - 10:00	Welcome: ROBERT DAVERSCHOT (Master of Ceremonies), KARL WÖBER (Modul University Vienna), JENNIFER IDUH (European Travel Commission)
10:00 - 11:20	<p>PANEL I: UNDERSTANDING EUROPE'S BUSINESS TRAVEL & MEETINGS LANDSCAPE</p> <p>During this session, experts will share insights on the evolving trends in the MICE industry and Europe's competitive position amid a changing tourism environment. The sentiment of business travellers in the coming months and general prospects for the return of business travel will also be discussed.</p> <p>BEYOND COVID-19: RE-THINKING DESTINATION STRATEGIES FOR MICE BRUCE REDOR (Gaining Edge)</p> <p>MICE TRENDS IN EUROPE (online) JAMES MORGAN (International Tourism College, Riyadh)</p> <p>BUSINESS TRAVEL IN TRANSITION – THE TRAVELLERS' VIEW ULF SONNTAG (New Insights for Tourism, NIT)</p> <p>BUSINESS TRAVEL RECOVERY IS UNDERWAY DAVID GOODGER (Tourism Economics)</p>
11:20 - 11:45	Coffee break
11:45 - 13:00	<p>PANEL II: UNLOCKING THE SECRETS FOR THE SUSTAINABLE TRANSITION OF BUSINESS TRAVEL & EVENTS</p> <p>This panel discussion will gather experts with different backgrounds in business travel and events. The panellists will share and discuss each other's views and ideas about a better future for business travel and events.</p> <p>Panellists: ANGELA LILLE (Austrian Business Travel Association & BT4Europe) and KRIS JUSTICE (CVENT) - online, SIMON KROMER (Vienna Convention Bureau) and ADAM PARRY (Event Industry News & Event Tech Live Trade Fairs).</p>

PROGRAMME

13:00 - 14:00	Lunch
14:00 – 14:45	PANEL DEBATE: THE FUTURE OF EVENTS PHYSICAL, DIGITAL OR HYBRID? This interactive session will shed light on the pros and cons of physical, digital and hybrid events. Experts will share their views on the future and new formats of events, while the audience will also be involved in the debate. Debaters: ADAM PARRY (Event Industry News & Event Tech Live) & DAVID GOODGER (Tourism Economics)
14:45 – 15:00	Coffee break
15:00 - 16:15	PANEL DEBATE: THE FUTURE OF EVENTS PHYSICAL, DIGITAL OR HYBRID? (Continuation) <ul style="list-style-type: none">• Wrap-up exercise with the audience• Conclusions from the discussions
16:15 - 16:25	Final Remarks PAULINE FROGER (City Destinations Alliance)
16:45	Transfer to Motel One Wien-Westbahnhof



MEET THE SPEAKERS

DAY ONE



KARL WÖBER
Modul University
Vienna

Univ.-Prof. Dr. Karl Wöber, President – Rektor, Modul University Vienna

Vorsitzender der Österreichischen Privatuniversitäten Konferenz (ÖPUK)
Chair of the Austria Private University Conference
Member of the Board of the European Union of Private Higher Education (EUPHE)
President of the International Academy for the Study of Tourism (The Academy)

Karl Wöber is Full Professor and Founding President of Modul University Vienna (www.modul.ac.at). He is also the chairman of the Austrian Private University Conference since 2012. Currently, he is also the elected President of the International Academy for the study of Tourism, the worldwide leading network of Tourism Professors and chairman of the Expert committee of the World Tourism Cities Federation. For more than 20 years he is a Technical Advisor of European Cities Marketing and the European Travel Commission, the two leading professional tourism networks in Europe. Since 2017 he also serves on the Strategy Advisory Board of the Vienna Tourism Board.



BOZANA ZEKAN
Modul University
Vienna

Dr. Bozana Zekan, Assistant Professor, School of Tourism and Service Management, Modul University Vienna

Dr. Bozana Zekan is an Assistant Professor at the School of Tourism and Service Management, Modul University Vienna. Before joining the team at Modul in 2008, she gathered various tourism industry experiences while working in Croatia, the USA, and Ireland. Her research interests are mainly in the fields of tourism economics and destination management (e.g., benchmarking, competitiveness, efficiency studies with the application of data envelopment analysis, key performance indicators, etc.). Her research has been published in leading international scholarly journals and has received external funding from various bodies. Bozana is a member of the International Association for Tourism Economics (IATE), the International Institute of Forecasters (IIF), the City Destinations Alliance (CityDNA) Knowledge Group Research & Insights, and the Benchmarking Report Steering Group. She serves on the editorial boards of Journal of Travel Research, Tourism Economics, Annals of Tourism Research, and Annals of Tourism Research Empirical Insights.



KIMBERLEY MARR
Modul University
Vienna

Kimberley Marr, Researcher and Lecturer, School of Tourism and Service Management, Modul University Vienna

Kimberley Marr is a Researcher and Lecturer at the School of Tourism and Service Management, Modul University Vienna. Before joining Modul in 2019, she completed a MSc in Tourism Management from a joint European consortium (EMTM) including the University of Girona, the University of Southern Denmark and the University of Ljubljana. Her current research interests are primarily in mobilities, connecting tourism with migration and nomadic lifestyles. She works with the Modul team and City Destinations Alliance (CityDNA) on their annual TourMIS benchmarking report.

MEET THE SPEAKERS

DAY ONE



JASON STIENMETZ
Modul University
Vienna

Dr. Jason L. Stienmetz, Ph.D, Assistant Professor in Tourism Information Technology and Digitalization, Modul University Vienna

Treasurer International Federation of IT and Travel & Tourism

Dr. Jason L. Stienmetz is an Assistant Professor of Tourism Information Technology and Digitalization for the Department of Tourism and Service Management, Modul University Vienna. His research interests include measuring, modeling, and managing tourism destination systems; marketing evaluation; visitor experience and value creation; “smarter” tourism management; and big data. Prior to joining academia, Dr. Stienmetz worked for the U.S. Travel Association, and he is proud to have served as a Peace Corps volunteer in Costa Rica, where he was involved in a number of community-based projects related to eco-tourism, technology education, and micro-finance. Dr. Stienmetz is the Treasurer for the International Federation of IT and Travel & Tourism and serves on the editorial board of the Journal of Travel Research, Annals of Tourism Research Empirical Insights, and the Journal of Information Technology and Tourism.



ULRICH GUNTER
Modul University
Vienna

Dr. Ulrich Gunter, Associate Professor, Dean of the MSc & MBA Programs, School of Tourism and Service Management, Modul University Vienna

Ulrich Gunter is an Associate Professor (tenured) at the School of Tourism and Service Management at Modul University Vienna and Dean of the Graduate Degree Programs. He holds a PhD in Economics from the University of Vienna, Vienna, Austria as well as an MA in Latin American Studies from the same university. Following a habilitation process, Ulrich obtained his Venia Docendi (university teaching license) from Modul University Vienna in 2017. His research interests are in tourism economics, economic aspects of sustainability, and applied econometrics (time-series analysis, forecasting, panel-data analysis). Ulrich acts as the Vice Chair of the Tourism and Hospitality Section (THS), International Institute of Forecasters (IIF), and is a member of the Executive Council, International Association for Tourism Economics (IATE). Moreover, he is a member of the editorial boards of several leading scholarly tourism journals



SEBASTIAN FERRARI
Modul University
Vienna

Sebastian Ferrari, PhD Candidate, School of Tourism and Service Management, Modul University Vienna

Sebastian Ferrari is doing his PhD at Modul University Vienna in cooperation with the Vienna Tourist Board. The subject of his research is overtourism. Sebastian has a background in tourism management and sustainable development. He is particularly interested in data analytics and data visualization. In addition to having worked in the tourism industry, Sebastian served as external lecturer and contributed to various research projects

MEET THE SPEAKERS

DAY ONE



DANIËLLA BRUST-BLUMINK
amsterdam&partners

Daniëlla Brust-Blumink, Data analyst, Insights & Marketing Strategy, amsterdam&partners

Daniëlla is a data analyst working on insights and market research for Amsterdam and the surrounding Metropolitan Area. Focusing not only on visitors, but also on (international) businesses and residents. She is co-responsible for the creation and further development of an online information system that provides insights in the current visitor flows in a city or region. In addition she serves as the link in the field of research between amsterdam&partners and various networks that the company is part of at home and abroad.

Since a year and half she is the vice-chairperson of the Research & Insights knowledge group of City Destinations Alliance, where she has the privilege of organizing and structuring the work of approximately 20 talented analysts.



CLEMENS KÖLTRINGER
Vienna Tourist
Board

Dr. Clemens Költringer, Strategic Destination Development, Market- & Marketing Research, Vienna Tourism Board

Clemens is Marketing Analyst, working on strategic destination development at the Vienna Tourist Board. Next to his responsibility for market- and marketing-research, Clemens serves as the link between academia and the tourism industry. Before starting his position at the Vienna Tourist Board he worked as a researcher and lecturer at the Department of Tourism and Hospitality Management at MODUL University Vienna. Clemens has substantial operational experiences in the tourism industry based on his work within destination management and marketing organizations



JULIA JAKOUBEK
Vienna Tourist
Board

Julia Jakoubek, Digitalization & Innovation, Digital Applications & IT-Operations, Vienna Tourism Board

Julia Jakoubek has been working in the digital field at the Vienna Tourist Board for over 14 years, from online communication to digital product development. As team leader for digital communication, she has driven the strategic development of online channels such as website, social media and apps for many years in order to provide tourists state-of the art services. Furthermore, she was responsible for the conception and implementation of suitable online campaigns within the framework of integrated advertising campaigns. In recent years, the topic of digitalization & innovation has been at the center of her work: as product owner of the City Guide App ivie, she designed and launched a central tool for Vienna's Visitor Economy strategy.

MEET THE SPEAKERS

DAY TWO



ROBERT DAVERSHOT

Event moderator &
Speaker coach

Robert Daverschot

Event moderator & Speaker coach

Robert Daverschot works as a freelance event moderator on corporate events in the Netherlands and abroad. After completing his studies in International Business & Languages and Hotel Management School, he obtained his master's degree in Hospitality Management at the Erasmus University Rotterdam in 2005.

He started off as a business developer for meeting concern Seats2meet. Soon after he opened the very first citizenM hotel at Amsterdam Airport as a hotel manager. Having worked onwards for seven years at a corporate event agency, he eventually started his own business in 2017. Robert works as a generalist but has a specific interest in topics related to hospitality, tourism and service design. Recently he hosted events for Regus, KLM and the European Hotelmanager Association. Next to that, he helps individuals and groups with their storylines and speaking skills as a speaker coach.

More information on Robert: www.robertdaverschot.com



BRUCE REDOR

GainingEdge

Bruce Redor

Partner, GainingEdge

Based in Paris, Bruce Redor is an Anglo-American who has seen his international career develop over a 25-year period in various sectors within the hospitality and services industries. Bruce has a Master's degree from U.C. Berkeley and came to France as Director of Marketing at the American Hospital of Paris. He then joined the CEGOS Consulting Group in Paris, leading strategic planning and marketing projects for multi-national corporations. Bruce was a member of the management team that built and operated Disneyland Paris, where he set up and ran the successful business unit for meetings and incentives: Disneyland Paris Business Solutions. He was also the CEO of the Lyon Convention and Visitors Bureau, where he was instrumental in turning the city into one of Europe's leading business travel and leisure destinations. Bruce was also a senior consultant with Alexander Hughes International, one of Europe's leading executive search firms. Since he had been with GainingEdge, Bruce has been involved in consulting engagements in France, Spain, Flanders, Luxembourg, Holland, Norway, Russia, South Africa, Canada, Rwanda, Tanzania, Qatar and Japan.

Beyond Covid-19: Re-Thinking Destination Strategies for Mice

Covid-19 had a devastating impact on the business events sector, but how catastrophic was Covid-19 for the European business events sector? How has it affected European cities' competitiveness on a global scale, and what marketing and communication strategies should destinations adopt to rebound from the impacts of Covid? These are some of the questions which Bruce Redor will address during an on-stage interview at the event.

More information on GainingEdge: <https://gainingedge.com/>

DAY TWO



JAMES MORGAN

International Tourism
College, Riyadh

James Morgan

Dean, International Tourism & Hospitality college Riyadh

Dr James Morgan is the Dean of the International Tourism and Hospitality College in Riyadh, Saudi Arabia. He was previously at the University of Westminster, London as the course leader for the MA Tourism Management and MA Event Design courses. He has a PhD in Tourism Development and Destination Regeneration. He is also a member of Creative UK – the UK’s creative industries federation – and the founder of non-profit Event Tech Lab, a partnership community for event technology companies, event professionals and investors. He has been voted among the Top 100 Most Influential People in the Events Industry in the Eventex Global Awards in 2020 and 2019. He was also voted as one of the Top 20 Industry Changemakers for 2017 by US publication Meetings Net magazine. As a respected international speaker and researcher, Dr Morgan judges industry awards in Europe, North America, and the Middle East each year. As a truly international event professional, he is passionate about researching topics on destination design, experience design and visitor engagement.

MICE Trends in Europe

During this presentation, Dr James Morgan will reveal some of the top MICE trends that need to be considered by organisers when planning meetings, incentives, conferences and exhibitions.

More information on the International Tourism College Riyadh: <https://lciksa.com/th-home/>



ULF SONNTAG

New Insights for Tourism

Ulf Sonntag

Managing Director, New Insights for Tourism (NIT)

Ulf Sonntag is managing director at NIT, Institute for Tourism Research in Northern Europe, Kiel, Germany (www.nit-kiel.de). He studied geography, political science and business administration at the University of Bonn, with international semesters in the USA and Switzerland. The general focus of his work is the analysis of tourism market data and statistics, as well as the implementation of quantitative and qualitative market research projects. The insights regarding tourism dynamics at different spatial levels (regional, national, international) are then applied to destinations and travel companies' strategic planning and marketing processes. Among other things, Ulf is the German Reiseanalyse (www.reiseanalyse.de) project manager and the new “RA Business” survey.

Business Travel in Transition – The Travellers’ View

Since 2019, the “RA Business” annually measures the dynamics in business travel on the German market (outbound and domestic), from the travellers’ perspective. The information is gathered by online surveys with persons who took at least one overnight business trip in the last 12 months. The presentation will give insights into the data, showing the transition during/after COVID as well as the impact of sustainability aspects on future business travel. We will look at volume and behavioural data as well as sentiment information. In total, we will see what trends are affecting the business travel segment and what this implies for the future – overall, but also for the perspective of DMOs interested in this segment

More information on New Insights for Tourism (NIT): <https://www.nit-kiel.de/en/>

DAY TWO



DAVID GOODGER

Tourism Economics

David Goodger

Managing Director Europe & Middle East, Tourism Economics

David Goodger leads Oxford Economics' work in tourism forecasting and economic impact analysis as Managing Director of Tourism Economics EMEA. He manages the team in forecasting global tourism flows for 185 countries and over 300 cities based on economic drivers and in reaction to major events, including the pandemic and the war in Ukraine. This includes the outlook for key metrics for travel by purpose of the trip and how business travel will return but is likely to lag the recovery in leisure demand.

Business travel recovery is underway

Travel recovery is underway as domestic growth in 2021 is now followed by a rapid increase in international demand. While the realisation of pent-up leisure demand is leading the way, business travel is also returning in all major destinations. Attendance at business events may be reduced, but the importance of in-person interactions remains clear, and pre-pandemic levels will be regained.

More information on Tourism Economics: <https://www.tourismeconomics.com/>



ANGELA LILLE

Austrian Business Travel Association & BT4Europe

Angela Lille

**Founding member, BT4Europe – the European Network of Business Travel Associations
Board Member, The Austrian Business Travel Association**

Angela Lille has been Head of travel management at Erste Group in Austria for more than 10 years, where she actively promotes the topics of digitalisation, process optimisation, the implementation of tools and future-oriented travel expense accounting. Business travel thus becomes a customer journey with an individual experience for every single traveller - from the planning of the business trip to booking and invoicing. Angela Lille has a special focus on sustainability and all the associated challenges in the context of business travel. She is in charge of this important topic nationally within the framework of ABTA and internationally at BT4Europe, which she was involved in founding from the beginning.

More information on BT4Europe: <https://bt4europe.com/>



KRIS JUSTICE

CVENT

Kris Justice

Senior manager Enterprise Customer Success, Cvent

Kris Justice is Senior Manager for Enterprise Customer Success at Cvent Europe. She oversees Customer Success teams in Europe, India, and the US, focusing on the enterprise and meetings agency portfolio. Kris also leads the planner-side sourcing team, which works to drive planner adoption of Cvent's Supplier Network. Through her global portfolio of clients and her work on worldwide sourcing, Kris sees how corporations are putting sustainability at the centre of their Travel, Meetings & Events programs. Kris has been with Cvent for seven years, first as a Customer Success Manager (CSM) and then as Principal CSM for Life Sciences prior to stepping into her current role managing successful teams. She lives in Frankfurt.

More information on Cvent: <https://www.cvent.com/>

MEET THE SPEAKERS

DAY TWO



SIMON KROMER

Vienna Convention Bureau

Simon Kromer

Manager Corporate & Green Meetings, Vienna Convention Bureau

Simon Kromer represents the Vienna Convention Bureau, where he has been responsible for the US and Canadian markets since 2019. A native of Vienna who also studied tourism management here, he brings more than 10 years of experience in the national and international hotel industry. In addition to the acquisition of corporate meetings and events for Meeting Destination Vienna, he is responsible for the topic of sustainability as well as the certification of green meetings according to the Austrian Eco Label together with other colleagues.

More information on the Vienna Convention Bureau and Meeting Destination Vienna:

vienna.convention.at



ADAM PARRY

Event Tech Live

Adam Parry

Co-founder Event Industry News & Event Tech Live

Adam Parry is the co-founder and editor of the event industry's global online magazine, www.eventindustrynews.com (EIN). In his role as an avid technology enthusiast, Adam combined his 10+ years of event industry experience with his passion for the latest tech trends to co-create Event Tech Live London and Event Tech Live Las Vegas, the industry's two shows devoted to event technology. Adam is also one of the co-organisers of the Sustainable Event Awards and the Sustainable Breakfast Briefing, which promote sustainable events and experiences.

More information on Event Industry News: <https://www.eventindustrynews.com/>

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