

DRAFT

MASTER CLASS 1

CREATED BY WOMEN. FOR ALL. POWERED BY TOURISM.

WHY WE NEED WOMEN TO HAVE A LARGER ROLE IN INNOVATION

Registration 1545hrs, 1600hrs Starting – 1730hrs Concluding

Over the past few decades there have been many efforts to increase diversity in organisations. Unfortunately, all too often these are seen more as a matter of political correctness than serious management initiatives. The truth is that there is abundant scientific evidence that diversity improves performance. Diverse groups can solve problems better than a more homogenous team of greater objective ability. It has been demonstrated that teams that included women not only got better results, but that the higher the proportion of women was, the better the teams did. This because women tend to score high on social sensitivity matters. One of the reasons that women often get overlooked, besides good old fashioned sexism, is that there are vast misconceptions about what makes someone a good innovator. All too often, we imagine the best innovators to be aggressive and domineering, when actually just the opposite is true - great innovators are great collaborators. It is never any one idea that solves a difficult problem, but how ideas are combined to arrive at an optimal solution. This Master Class will therefore address how having your team exposed to a more collaborative working style can lead to major improvements and better results.

MASTER CLASS 2

WINE AND GASTRONOMY AS A LEADING DRIVER FOR A QUALITY RESTAURANT EXPERIENCE

Registration 1545hrs, 1600hrs Starting – 1730hrs Concluding

With such a broad scope of activities, our restaurants go far beyond providing entertainment and pleasing our palates. Indeed, wine and gastronomy is a pathway to meaningful experiences that people do not usually participate in daily but are willing to do so when travelling or when going to local restaurants to relax or to celebrate a special occasion. These experiences have a lasting positive effect because most people seek to incorporate these learnings into their own lives. Furthermore, the uniqueness of regional food and wine culture and the destination's biodiversity can intensify the connection between people and food and generate a lasting and remarkable memory for the tourist. This Master Class will bring together international wine and food experts who will specifically address the needs of restaurants owners and chefs by not only sharing with them the latest trends in this field but also explaining how to elevate the restaurant experience through better presentation of food and wines.

MASTER CLASS 3**THE FUTURE OF WORK IS HERE, NOW.****Registration 1545hrs, 1600hrs Starting – 1730hrs Concluding**

Digital transformation efforts have been accelerated beyond all expectations and no individual or organisation can afford to fall off the technology wagon post-pandemic. But digital technologies demand that people acquire new skills. And people are demanding new ways of working. These two trends call for new talent and organisation strategies. This explains why leading businesses are reimagining the nature of work, pivoting their workforce to create new forms of value and scaling up "new skilling." The travel, tourism and hospitality sector is no exception to this change, so this Masterclass will address what does it imply to adopt a comprehensive approach that creates a more productive and adaptive workforce, using digital technology to reinvent the employee experience whilst redesigning organisations to be more agile. Key questions which will be addressed include; How do we beat the 'Great Resignation' to attract and retain talent? And how do we leverage the benefits of technology while being empathetic about the wellbeing of our employees? Should we all be async by default? What ground rules are needed and what are the symptoms of a lack of balance between different ways of working? How do we ensure those who are working remotely are not overlooked in a hybrid model? What can we do to uncover missed talent pools, close skill gaps and improve diversity?

MASTER CLASS 4**DESIGNING ECO HOSPITALITY SPACES****Registration 1545hrs, 1600hrs Starting – 1730hrs Concluding**

From use of reclaimed materials to renewable energy, sustainable design practices have found their way into most tourism, hospitality and travel related developments today. Yet, going green takes on a new meaning when it comes to the future of hospitality design. In both rural and urban settings, tourists crave connection to the outdoors and its positive wellness benefits. Indeed, creating green urban spaces complemented by initiatives driven by the private sector to design green hotels, airports, cruise ports, and restaurants amongst other has become crucial for tourism destinations which aim to remain competitive. According to a new poll by Virtuoso, travelers surveyed said it's important to choose an entity with an exceptional sustainability policy. Therefore, not only does sustainable design reduce carbon footprint and minimize ecological impact, but green practices may also provide a higher return on investment for those who utilize them versus counterparts who do not execute eco-conscious efforts. This Master Class will bring together international experts including designers, architects and operators to discuss why going green is no longer just the ability to recycle – it is the ability to create healthy, forward-thinking experiences and an opportunity to humanize the design process.

MASTER CLASS 5**INVEST, FINANCE & REINVENT****Registration 1545hrs, 1600hrs Starting – 1730hrs Concluding**

The Covid-19 crisis, war, climate change, and global inflation are causing political, economic, and social disruptions which are in turn fundamentally changing the traditional context for decision-making. Indeed, the inconsistencies, inadequacies, and contradictions of multiple systems –from health and financial to energy and education – are more exposed than ever amidst a global context of concern for lives, livelihoods, and the planet. Leaders today are finding themselves at a historic crossroads, managing short-term pressures against medium- and long-term uncertainties. A closer analysis of the current situation however reveals a unique window of opportunity to shape the recovery. This Masterclass will therefore focus on innovation and investment by offering solid strategic insights concerning investment attraction and promotion for tourism development. Aligned with the United Nations’ vision to transform the financial system towards sustainable development, and leverage opportunities to increase scalable sustainable investments, this Masterclass will address matters on how best to attract Foreign Direct Investment, how to enhance sustainable financing strategies for local impact and ways to

MASTER CLASS 6**CRAFTING A SAFE AND SERVICE EXCELLENCE CULTURE****Registration 1545hrs, 1600hrs Starting – 1730hrs Concluding**

Guests may forget what you said, but they will never forget how you made them feel. Culture will happen whether you lead it or not – so it’s incumbent upon leaders to take the reins in establishing the values and goals of their organizations, conveying them clearly to their employees, and providing support and encouragement for employees to meet those goals. A dedication to service and the guest experience is a defining goal of quality hospitality. Guests are always in a state of flux with different needs at different times, and it takes the human touch to identify this. Indeed, the hospitality brands that excel are those that cultivate and embrace an emotional connection with guests. Led by Forbes Travel Guide Vice President, this Master Class aims to bring together Hotel and Restaurant Owners, General Managers, Operations Managers and Training Managers with the aim to better understand what is required nowadays to succeed

MASTER CLASS 7**RETHINKING HOSPITALITY THROUGH TECHNOLOGY****Registration 1545hrs, 1600hrs Starting – 1730hrs Concluding**

The pandemic has accelerated the need for the hospitality sector to go digital. The prevalence of social media has radically changed the relationship between guests and hoteliers. Indeed, on-line reviews have a huge impact on potential guests as they do research before making travel decisions. According to PhoCusWright, 87 percent of TripAdvisor users feel more confident in their decision when they read travel reviews, and 98 percent say they find them “accurate of the actual experience.” Similarly, according to LateRooms, 90 percent of travelers avoid booking hotels labelled as “dirty” in online reviews. In the coming months, we will see more and more hotels with virtual receptions, home automation in the rooms, or self-service boxes in the hotel restaurants. For convention and business travelers, technology allows many impressive advances. Through text messaging, hotels can inform convention guests as to meeting room and schedule changes for their events. Text messaging also lets the hotel target particular convention groups to offer daily specials on anything from spa treatments to show tickets and restaurants. The real-time ability to reach current hotel guests has tremendous implications for reaching the target market at a low cost. New technology such as blockchain, augmented technology, and holographic technology is increasingly integrated into the sector, so it is essential to be up to date with the latest developments to be a leading company. During this Master Class we will therefore bring together management companies, OTAs, and solution providers to talk about how technology is helping transform the hospitality industry by enhancing guest experience to increasing revenue and operational efficiency.

LEADERS FORUM**HOW ARE TOURISM DESTINATIONS RE-INVENTING THEMSELVES?****Registration 1545hrs, 1600hrs Starting – 1730hrs Concluding**

Reopening tourism-related businesses and managing their recovery in a way that is safe, attractive for tourists, and economically viable will require coordination at a level not seen before. The public sector has a critical role in overseeing this process in the context of the fragmented SME ecosystem, large state-owned enterprises controlling entry points, and the increasing impact of health-related agencies. As borders start reopening and interest in leisure rebounds in some regions, governments could take the opportunity to rethink their role within tourism, thereby potentially both assisting in the sector’s recovery and strengthening it in the long term. This Special Forum addressing Ministers, Tourism Boards Executives, policy-makers and Mayors will assess how best to shift tourism policy to a growth scenario which is increasingly based on a healthier mix of quality and quantity over the next decade. The discussions will also address the need for introduction of innovative policies that focus on the operational level of the tourism industry and with a special focus on the barriers and possible solutions required for the implementation of a sustainable policy in the long term.

BRAIN THINK TANKS

Religious Tourism – Mediterranean Marian Route

Convene religious experts and leaders from religious tourism destinations to explore the creation of a Marian Mediterranean Route.

Embellishment – Beautification of Nations

Convene technical experts to explore avenues as to how embellish tourism destinations by promoting Mediterranean identity and character.

Sports – Mediterranean Events- Elena

Convene sport and technology experts to explore avenues about how to create events related to esport, motor sport and other.

Climate Change – Wildfires

Convene Mayors from across Mediterranean destinations to discuss and share best practices on how to manage wildfires. Other experts on the matter will be invited to participate.

Digitalization – Metaverse for Destinations

Convene technology experts to explore avenues about how to apply Metaverse technology in promoting Mediterranean destinations.

Music – Mediterranean Event

Convene music and event experts to explore what music events could be created and organized by spearheading the Mediterranean Orchestra project.

Investment – Funding Opportunities

Blue Economy & Luxury – Bodrum Forum

Convene blue economy experts with the aim to organize the MTF Forum Blue Economy & Luxury Edition in Bodrum, Turkey.

Promotion - Tourism Journalists & Travel Writers – Tijani Haddad

Convene travel journalists and travel writers to promote the Mediterranean as a leading global tourism destination through the Mediterranean.Observer on-line news portal.

Gender Equality – Women in Tourism

Convene female leaders from tourism destinations to explore projects which reflect UN SDGs and EU priorities.

Energy – Benchmarking for Energy Sustainable Targets (BEST)

Convene Hotel engineers to explore avenues for the sharing of best practices in relation to sustainable energy management practices through the application of the BEST software.

International Dialogue – EU, & UN Outreach

Convene international relations experts with a view to explore avenues as to how best reach out to international organizations and accordingly promote the Mediterranean on their agenda.

Joint Promotion – Tourism Ministers, Mayors & Tourism Boards

Convene Tourism Ministers and Tourism Board Executives to explore avenues related to joint promotion initiatives.

Education – Academic Network –

Convene Education experts to explore avenues for collaboration in the Mediterranean Tourism Education field.

Culinary – Mediterranean Food Events & Promotion

Convene nutrition food and beverage experts with a view to adopt standards and promotion initiatives related to the Mediterranean food and beverage label.

Heritage – Mediterranean Art & Culture

Convene heritage experts to explore events and initiatives which promote Mediterranean history through art and culture.

International Relations – West Africa Tourism Forum

Convene tourism experts from West Africa with a view to establish the West Africa Tourism Forum.

Recognition – Mediterranean Tourism Awards

Convene tourism experts to identify and manage a process for the convening of Mediterranean Tourism Awards.

Innovation – Concepting Tomorrow

Develop innovative concepts and ready to use POCs and driving innovation in concepting the hotel and restaurant of tomorrow.

Data Integration & Analytics

Exploring trends through data and seek to connect the tourist experience by integrating partner data.

Applied Research Forum

Conduct thought leadership & research and application of new technologies.

Living Lab - Learning by Doing

Connecting students with the operators for commissioning of research assignments.

