

TVTM 23

Tourbit Virtual Transnational Matchathon

Accelerating the Digitalisation of Tourism SMEs including innovation and sustainability

Day 1

15 June 2023

OPEN SESSION to public
10h to 13h CET

Master of Ceremony

Blanca Cros, Head of European Projects and International Relations of the Catalan Tourist Board

01

Welcome

10:00 - 10:10

By Narcís Ferrer i Ferrer, General Director of the Catalan Tourist Board

02

Keynote on trends

10:10 - 10:25

By Montse Guardia, President of the Board of Trustees of UPC | Co-founder Big Onion | Co-founder Fundacion ELLIS Alicante | Co-founder COVIDWarriors | former Chief Strategy Officer Mobile World Capital

03

Presentation of the Challenges and needs

10:25 - 10:35

By Peninsula

04

Inspirational Tourbit Services Providers pitch session

10:35 - 11:20

By Tourbit Services Providers

Coffee Break

11:20 – 11:30

05

Thematic Rooms based on SMEs challenges and trends (innovation and sustainability)

11:30 – 12:45

4 Thematic topics:

- **Thematic Room 01** (11:30 – 12:10)
innovation in business models
- **Thematic Room 02** (11:30 – 12:10)
innovation in products
- **Thematic Room 03** (12:10 – 12:45)
digital marketing
- **Thematic Room 04** (12:10 – 12:45)
social, environmental sustainability

06

Recap from the thematic workshops

12:45 – 12:55

By the facilitators

07

Next steps – services from Tourbit available for all SMEs

12:55 – 13:00

By Tourbit Partners

Day 2

16 June

ONLY for AWARDED TOURBIT SMEs

01

Welcome

10:00 - 10:10

By Tourbit Partner

02

Instructions for bilateral meetings and introduction of mentors

10:10 - 10:20

By Tourbit Partners and Peninsula

03

Bilateral meetings in virtual rooms

10:20 - 12:10

By Tourbit SMEs and Mentors

Coffee Break

12:10 - 12:20

04

Testimonials, Real talks from SMEs and their digitalisation process

12:20 - 12:50

By Tourism SMEs from Tourbit destinations

05

Next steps and Closing remarks

12:50 - 13:00

By Tourbit partners