

## “Accelerating the Digital Uptake of Tourism SMEs”

1<sup>st</sup> March 2024 - Tourbit conference

**Venue:** Valkiria Hub Space in Barcelona

**Language:** English

**Registration:** Secure your spot to attend in person or to receive exclusive access to the webstream:

<https://tourbit.eu/tourbits-final-conference/>

Time	Programme
09:00 – 09:30	<i>Registration</i>
09:30 – 09:40	<b>Welcome words</b> , Narcis Ferrer i Ferrer, Director of the Catalan Tourist Board (CTB)
09:40 – 09:50	<b>Tourbit Contributions to the Tourism SMEs Digital Uptake</b> , Blanca Cros, Tourbit Coordinator and Head of EU Projects and International (CTB)
09:50 – 10:00	<b>Support to the digital and green transition of Tourism SMEs by the European Commission</b> , representative from EISMEA (tbc)
10:00 – 11:00	<b>Roundtable “Tourism SMEs investing in Digitalisation”</b> facilitated by Nicholas Hall, Founder of Digital Tourism Think Tank
11:00 – 11:30	<b>Networking and Coffee Break</b>
11:30 – 12:40	<b>Masterclass “AI applied to the day-to-day reality of the Tourism SMEs” covering two main topics:</b> <ul style="list-style-type: none"> <li>. <b>The What, Why and How of AI for Turisme SMEs</b> by Montse Guardia, President of the Board of Trustees of the UPC, Membre Consell Assessor of the AI Ethics Observatory of Catalonia, Chief People Officer IDEADED</li> <li>. <b>Demo Life session! Leveraging AI for effective tourism SMEs</b> by Gian Franco Mercado, Cofounder at Hospitalidad Emprendedora</li> </ul>
12:40 – 13:00	<b>Capitalizing on Success: Tourbit Partners Reflect on Impacts and Uptakes</b> , by Tourbit Partners
13:00	<b>Closing remarks</b> , by Catalan Tourist Board