



**CONFERENCE AGENDA**  
**DAY 1 – WEDNESDAY, 11 OCTOBER 2023**

- 09:00 - 10:00     **REGISTRATION & WELCOME COFFEE**
- 10:00 - 10:10     **OPENING NOTE BY THE CHAIRPERSON**
- 10:10 – 10:30     **TECHNOLOGICAL RESURGENCE OF THE TRAVEL INDUSTRY**
- How To Prepare the Tourism Industry for The Digital Future
  - Dynamic Approach to Innovation in Tourism
  - Startups And Innovation for Travel and Tourism Recovery
- 10:30 – 11:10     **PANEL DISCUSSION | MIDDLE EAST: AN EXCEPTIONAL TOURIST DESTINATION IN 2023**
- Positioning as an Amplifier of Economic Diversity
  - Enhancing Cultural and Heritage Tourism Offerings
  - Investing Heavily in Infrastructure Development
- 11:10 -11:30     **INFLUENCE OF DATA ANALYTICS & ARTIFICIAL INTELLIGENCE IN THE TOURISM SECTOR**
- Analyze Travel Trends, Predict Demand, and Optimize Resource Allocation
  - Emerging Role of Voice-Based AI Digital Assistants
  - Efficient use of AI-powered chatbots and virtual assistants
- 11:30 – 12:00     **NETWORKING COFFEE BREAK**
- 12:00 – 12:30     **FIRESIDE CHAT | SUSTAINABILITY - A KEY CONSIDERATION FOR TRAVELERS IN 2023**
- Reduction Of Single-Use Plastics
  - Growing Demand for Eco-Friendly Accommodations
  - Ways To Reduce Carbon Emissions Associated with Travel
- 12:30 – 12:50     **CONTACTLESS TRAVEL: NEW AGE SOLUTIONS FOR NEW AGE PROBLEMS**
- Contactless Payments and Bookings
  - Robots For Room Service
  - Flexible And Secure Travel Management Platform
- 12:50 – 13:30     **PANEL DISCUSSION | TECHNOLOGY DRIVEN TRAVEL INNOVATIONS - ADDRESSING POST PANDEMIC MARKET**



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AN INITIATIVE BY  
**verve**  
management

Technological Advancements Spurring  
Innovation, Growth, and Resilience in Travel & Tourism

- Enabling Seamless and Contactless Payment Verification
- Adoption Of Health and Safety Technologies
- Prominence of Virtual and Augmented Reality Experiences

13:30 – 13:50 **2023: BUILDING A TRAVEL AUTOMATION SYSTEM**

- Benefits of an Automated Travel System Implementation
- Challenges to Automated Travel System Development
- Efficiency in keeping records of customers, suppliers, and travel agents

13:50 – 14:00 **CLOSING REMARKS FROM CHAIRPERSON**

14:00 – 15:00 **NETWORKING LUNCHEON**

**DAY 2 – THURSDAY, 12 OCTOBER 2023**

09:00 - 10:00 **REGISTRATION & WELCOME COFFEE**

10:00 - 10:10 **OPENING NOTE BY THE CHAIRPERSON**

10:10 - 10:30 **THE EVERCHANGING TRAVEL PAYMENTS LANDSCAPE**

- Payment technologies as an advantage for the travel sector
- Are payments a travel operator's secret weapon?
- Emerging trends in bookings and payment methods in the tourism sector

10:30 - 11:10 **PANEL DISCUSSION | TRAVEL CULTURE RESHAPED BY MILLENNIALS IN 2023**

- Millennials Leveraging Technology to Work and Travel Simultaneously
- How DMOs Can Help Organizations to Attract Their Target Audience
- Digital Marketing and Digital Partnerships to Attract Millennials

11:10 - 11:30 **DEVELOPMENT OF METAVERSE IN THE TRAVEL INDUSTRY**

- Transformation of the Pre-Trip Research
- Facilitating Virtual Collaboration and Conferencing
- Integration of AR Technologies To Enhance In-Person Travel Experience

11:30 - 12:00 **NETWORKING AND COFFEE BREAK**

12:00 - 12:40 **PANEL DISCUSSION | CX TRENDS INFLUENCING THE FUTURE OF THE TRAVEL INDUSTRY**

- Key Strategies for Travel Companies to Transform CX In This Changing Landscape





- Overcoming Challenges with Customer Communications in The Hospitality and Tourism Industry
- Travel Companies Prioritizing CX To Gain Loyalty and Future-Proof Their Business in The Post-Pandemic World.

12:40 - 13:00

### **WEB3: THE FUTURE OF HOSPITALITY IS NOW**

- Cryptocurrencies and Blockchain-Based Payment Platforms
- Loyalty Programs Tokenized Using Web3 Technology
- Development of Community-Driven Hospitality Platforms

13:00 - 13:20

### **TRAVELING WITH THE RIGHT CLOUD MINDSET**

- Managing Fluctuating Demand During Peak Travel Seasons or Expanding into New Markets
- Securely Store and Manage Large Volumes of Data
- Facilitate The Development and Deployment of Mobile Applications and Online Booking Systems

13:20 – 13:50

### **FIRESIDE CHAT | BIOMETRICS: VANGUARD OF THE HOSPITALITY INDUSTRY**

- Ease of Contactless Authentication
- Reducing The Risk of Unauthorized Access
- Use of Biometrics to Prevent Identity Theft and Fraud in the Tourism Industry

13:50 – 14:00

### **CLOSING REMARKS FROM CHAIRPERSON & END OF SUMMIT**

14:00 – 15:00

### **NETWORKING LUNCHEON**

