CONFEERENCE DEBATE:

DIGITALIZATION IN TOURISM SECTOR: NEW SKILLS AND NEW PROFESSIONS

Tuesday, 21st November 2017 – h. 18.00
CCITABEL Conference Room - Rue de la Loi 26, 1000 Brussels

The conference “DIGITALIZATION IN TOURISM SECTOR: NEW SKILLS AND NEW PROFESSIONS” will look at the late changes of the tourism professions due to the large use of web and social tools for tourism. In the conference the speakers will analyze the evolution of touristic professions and the digital skills required to meet the demand of the job market.

Do VET and university prepare the right profiles for the new ICT careers? Which are the missing skills of the jobseekers in the tourism sector? Experts from the tourism sector will discuss the new job positions that have emerged in the last years due to the digital innovation. The conference will be an opportunity to analyze the gap between trainings and the new needs of the tourism job market.

PARTICIPATION IS FREE OF CHARGE, BUT REGISTRATION IS REQUIRED.

PROGRAMME

18.00 Registration of participants
18.15 Welcome Speech
18.30 Debate with:
- Helene Lloyd
  Director of TMI - Tourism, Marketing & Intelligence
- Sandra Reygaert
  Manager Corporate Human Resources at the Rezidor Hotel Group
- Julien Vanlaeys
  Area Manager (MICE / Leisure & Reservation) at Thon Hotels

Moderator:
- Silvia Barbone
  Jlag & FEST Foundation Director

19.30 Networking cocktail

The conference is realized within the project “IdEATE – Improved Employability and Apprenticeship in the Tourism Sector”, an 18-month EU project which is realized by an international consortium of 10 partners. The IdEATE project aims to foster and improve the image of tourism careers and enhance employability of students and unemployed, eventually providing training for SMEs and jobseekers.

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HELENE LLOYD
Director of TMI and independent Tourism Marketing Consultant

Helene Lloyd is a multi-lingual tourism marketing consultant. She started her training whilst working at Visit Britain for 2.5 years, the national tourism board of the UK, where she received some of the most cutting-edge training in the sphere of tourism marketing.

In 2000, she set up Tourism, Marketing & Intelligence (TMI), a travel marketing and communication company, which was initially involved in carrying out studies for different destinations and other tourism products interested in getting a more in-depth understanding of the Russian market. From 2004, TMI started to represent different destinations including Jordan, Malaysia, Bhutan, Slovenia, Indonesia, the Gambia and many more countries who wanted to attract mainly high-spending Russian's to their country.

Through her experience of marketing a variety of destinations and other hospitality products (cruises, Luxury hotels, designer retail outlets and Destination management companies), she managed to obtain a helicopter view of how destinations and other tourism products were being forced to change the way that they marketed themselves. She witnessed the disruption of the traditional travel industry model, as well as the revolution created by the internet in terms of the traditional communication model, which moved from print and Television to direct communication via digital promotions and social media.

SANDRA REYGAERT
Manager Corporate Human Resources at the Rezidor Hotel Group

Belgian Native, Sandra has a Master degree in Journalism & Communication obtained at Université Libre of Brussels (ULB). She started her career in Hotel industry as Personal Assistant to General Manager & HR Assistant in a private hotel chain in Brussels as well as for InterContinental.

In 2005 she joined the Carlson Rezidor Hotel Group as HR & Training Manager, where she was later promoted to a cluster role & took responsibility of 4 properties in Belgium (3 different brands of the group). She is also an experienced Master trainer for several management programs companywide and since November, Sandra joined the Corporate Office of Carlson Rezidor here in Brussels for a HR & Talent management role.

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JULIEN VANLAEYS
Area Manager (MICE & Reservation) at Thon Hotels Brussels

Graduated at Solvay Business School, he worked several years in the sport industry, then he changed career and joined the hospitality sector, working as Event Manager at Marivaux Hotel. He joined the Thon Hotels in 2015 where he is currently Area Manager in MICE and Reservation.

With more than 6 years building up experience in several departments (Reception, Event, Sales) he gained a good understanding of how to run a hotel business. He has developed skills in clients understanding, efficient communication and public relations funded on trust mutual respect.

MODERATOR

SILVIA BARBONE
Federturismo external consultant

Silvia Barbone is an international expert in sustainable tourism with an extensive knowledge of the European tourism, cultural and social policies. She is the founder and the director of Jlag and FEST- Foundation for European Sustainable Tourism and Federturismo external consultant.

She has worked as consultant and researcher for local and national governments in Europe and Mediterranean countries. Silvia plans and manages both large and small-scale tourism projects in partnership with universities, enterprises and public authorities.

Silvia is an experienced trainer in project management, sustainable tourism, and European policies and funding. Silvia developed the PM4SD™ (Project Management for Sustainable Tourism) methodology and launched the European Summer School “Leadership and Governance for Sustainable Tourism” within the project “Training for European Sustainable Tourism”.

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