DIGITAL INNOVATION IN THE TRAVEL INDUSTRY

June 6 - 9, 2017

4 - Day International Executive Program
Madrid, Spain

www.ie.edu/DITI

Revolutionize your strategies to lead in the tourism business
OVERVIEW

The tourism sector has been fundamentally re-architected by the rise of social media, mobile and ecommerce over this past decade. Success in this digital ecosystem demands that a marketer understand these new dynamics and underlying technology that is transforming business by dramatically altering the way people communicate, create, collaborate, share information, purchase and complete other transactions.

This program will acclimate students to the actual digital travel landscape through exposure to dynamic case studies and thought leadership, as well as practical experience to digital business strategies, techniques, tools, platforms, KPI's that are driving the digital travel revolution, helping the business manager to identify and embrace current and future opportunities to reach, engage with, and learn from customers.
PROGRAM OBJECTIVES

The program aims to:

• Understand the “digital tourist” and how to market effectively when developing new marketing strategies.

• Understand the main digital techniques (ecommerce, paid media, mobile, social media, content, listening...) and “best practices” in the tourism sector.

• Master the digital strategic plan and identify opportunities for a tourism company.

• Define a digital tourism business scorecard, objectives and expected results; as well prioritize the KPIs for the strategy.

PARTICIPANT PROFILE

The program is designed for:

• Marketing and business development executives in the tourism sector, to expand their views, take the global perspective, and/or explore other areas or technologies in the sector.

• For public officials in the tourism field, to see the tourism climate in the most advanced countries and identify the most effective strategies.

• Entrepreneurs in the tourism industry.
## CONTENT AND STRUCTURE

### DAY 1

**Disruption in Digital Tourism**
- The new connected traveler
- The new paradigm of digital tourism
- How to wow travelers and generate advocates

**Digital Marketing Strategies**
- The Advertising Paradigm
- The customer journey
- Opportunities
- Brand value

**The Digital Challenge of NH Hotels**
- How to manage the digital travel funnel
- Major changes in the acquisition
- Key tactics and success factors
- Indicators and optimization strategies
- Best practices

Design the customer journey and buyer persona in travel.
Practical session on how to build a customer journey and buyer persona strategy in travel.

### DAY 2

**How to develop a netnography of your digital customer?**
- Understanding digital intelligence
- Techniques to develop digital intelligence
- Generated blue oceans with netnography
- Best practices in digital intelligence

**Case Study: Pullmantur**
- Ecommerce Success Drivers
- Most effective strategies
- Fail Fast and Fail Soon

**Mobile in tourism industry**
- The importance of mobile
- Best mobile & app strategies
- How to drive customer adoption and usage
- The IDEA method

**Workshop: How to design a mobile strategy in travel**

**Best practices of usability, conversion and optimization (UCO)**
- Understanding UCO techniques in travel
- Best practices of UCO
- Thinking out of the box in UCO
DAY 3

How to build communities and engagement
- Indicators of Brand advocacy: conversion / customer journey
- Most effective strategies
- Specific cases

Understand Owned and Earned Media
- How to drive customer stories
- Importance of brand advocacy
- Measuring brand advocacy

Best practices of SEO, usability, conversion and optimization (SU CO)
- Understanding SU CO techniques in travel
- Best practices of SU CO
- Thinking out of the box in SU CO

Paid Media : Connecting with travellers
- How to win in the era of paid media
- Techniques of paid media
- Effective digital travel campaigns

Reinventing the Marketing Plan for Travel
- A new battleground in marketing
- Most effective tactics in digital travel
- Best practices

DAY 4

Loyalty and Social CRM in Travel
- Social CRM in Travel
- Key objectives and key indicators
- Designing your digital CRM strategy

Innovation Workshop : Thinking out of the Box
- Reason why and methodology of innovation
- Best ways to lead innovation
- Payback of co-creation and innovation

The Scorecard of Digital Travel
- How to measure results in digital travel
- Key dimensions and indicators
- Understanding results and optimization

Ushuaia Hotels
- Concept and strategy
- Innovation and Marketing
- Growth strategies
- How to build unique value propositions
- Roadmap 2016

The Future of Travel
- Trends of 2016
- Evolution of the traveler
- How to conquer tourism
- New value propositions
KEVIN SIGLIANO
MANAGING PARTNER. TERRITORIO CREATIVO

Kevin has over 15 years of corporate experience in various management consulting firms (PWC Consulting, IBM BCS). In addition, he has launched numerous start-ups, and has always reserved some time to do Pro Bono and educational work.

Over the last 8 years, he has been involved in the international development of a smart cities and digital signage company, Admira Digital Networks. In addition, Mr. Sigliano is one of the managing partners of Territorio Creativo (Social Media Consulting Firm) developing innovative accounts of Spain’s most “international” corporations.

ANTONIO LÓPEZ DE ÁVILA
PRESIDENT. SEGITTUR

Antonio was appointed as President of State Society for the Management of Innovation and Tourism Technologies (SEGITTUR) in February 2012 following his appointment as Director of the Cabinet of the State Secretary for Tourism in January 2012.

A renowned scholar, Mr. Lopez de Avila focuses on many areas of tourism including destination and tourism development, MICE, application of technologies in the tourism product and market.

He has served IE Business School for over a decade and before joining the government sector, he acted as the school’s Director of Tourism Unit, Tourism Research Centre and Executive Master in Tourism Management, Academic Director of the Programme in Tourism Management representing the school at the World Tourism Organization (UNWTO).

Between 2001 and 2004, Mr. López de Ávila was an advisor to the Secretary of State for Tourism and Commerce, Government of Spain. He is also an entrepreneur, acting as founding partner of the Spanish Institute for Business Management and many other companies. He was also a Trustee of Paradores de Turismo.
Iñaky Bau
MARKETING DIRECTOR: PALLADIUM HOTEL GROUP

Iñaky has an extensive experience in the areas of Marketing and Communication, as well as in the creation and management of companies within the music industry and entertainment sector.

He has been in charge of various departments of marketing and communications, designing and leading projects for some of the major brands and companies.

Between 2012 and 2014, Iñaky Bau has been the marketing director of the prestigious Ushuaïa Ibiza Beach Hotel, developing and executing the marketing plan of the brand as well as coordinating and leading successful marketing department.

In 2014 he was appointed marketing director of Palladium Hotel Group, and has since been responsible for defining and developing strategic marketing planning across the group, having been able to create, lead and coordinate a team of stable and efficient marketing distributed by Europe, USA, Caribbean and LATAM, and making it evolve towards a model of more structured and analytical marketing, based on a broad understanding of the global audience and client.

GUEST SPEAKERS

Key speakers will be invited from renowned multinational companies that are successful in applying digital tourism, as well as entrepreneurs.
DETAILS

REGISTRATION
You may register online by going to our website: www.ie.edu/DITI, proceeding to the program’s webpage, and clicking on the “Register now” button on the right-hand side. Once your registration is received, you will be contacted by IE staff to confirm your inscription.

FEES
The program investment is 4,700 €, which covers tuition, course materials, and all coffee breaks and lunches for all three days of the program.

FINANCIAL AID
IE Business School may be able to help you to finance the program through our financial aid department. To explore opportunities available to you please contact financialaidexed@ie.edu
More information on financial aid at IE is available at www.ie.edu/executive-education/financial-aid. Partial scholarships are also available for exceptional candidates.

SPECIAL CONCESSIONS
Concessions are available for IE alumni, groups of executives attending from the same organization, participants registering for more than one program, early-bird inscriptions, and other cases.

CONTACT
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WHY IE BUSINESS SCHOOL

Ranked No. 1 in Europe, IE Business School is dedicated to educating business leaders through programs based on its core values of:

- **Entrepreneurial spirit:** Founded in 1973 by entrepreneurs for entrepreneurs, IE places the entrepreneurial and innovative mindset at the heart of its programs, and is home to many startup initiatives such as the Venture Lab, the Spain Startup & Investor Summit, and Wayra.

- **Diversity and global focus:** With about 100 nationalities making up its student body, IE provides business education with a global perspective. It supports talent from all over the world from admission to graduation and beyond, and through its Diversity and Equality Commission and its Center for Diversity.

- **Humanities and social responsibility:** As Secretariat of the United Nations Global Compact in Spain, IE places positive social impact at the forefront with its Corporate Social Responsibility programs and expert faculty in areas of social entrepreneurship and microfinance, among others. It is also the proud birthplace of organizations such as Net Impact and Emzingo Group.

IE Executive Education programs equip managers, entrepreneurs, and leaders with the latest tools, best practices, and skills through interactive and practical sessions. Our programs are designed to enable executives to excel amidst the many and varied challenges they face both today and in the future.


IE Business School is recognized by international press as one of the world’s top Business Schools.

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<thead>
<tr>
<th>Magazine</th>
<th>Program</th>
<th>Rank</th>
<th>Year</th>
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</thead>
<tbody>
<tr>
<td>FT Financial Times</td>
<td>Online MBA Programs</td>
<td>1st</td>
<td>March 2016</td>
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<tr>
<td></td>
<td>European Business School</td>
<td>5th</td>
<td>December 15</td>
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<td></td>
<td>Master in Finance</td>
<td>3rd</td>
<td>June 2016</td>
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<tr>
<td>The Economist</td>
<td>Executive MBA Programs</td>
<td>1st</td>
<td>October 15</td>
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<tr>
<td>The Princeton Review</td>
<td>Global MBA Programs</td>
<td>3rd</td>
<td>May 2015</td>
</tr>
<tr>
<td>Bloomberg Businessweek</td>
<td>Non American Business School</td>
<td>4th</td>
<td>October 14</td>
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<td>5th</td>
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[www.ie.edu/rankings](http://www.ie.edu/rankings)
PROGRAM PORTFOLIO

(List is subject to change)

TECHNOLOGY, ANALYTICS & INNOVATION PROGRAMS
• Accelerate: Building Business from Science & Technology
• From Big Data to New Opportunities

INDUSTRY PROGRAMS
• Effective Management for Security Professionals
• Digital Innovation in the Travel Industry

MARKETING, SALES & COMMUNICATION PROGRAMS
• Public Speaking Bootcamp
• Service Design Workshop

FINANCE PROGRAMS
• Venture Capital
• Private Equity
• Strategic Corporate Finance
• Unconventional Edges in Finance

STRATEGY & LEADERSHIP PROGRAMS
• From CEO to Maestro
• High Impact Leadership
• Executive Summer School

CONTACTS
Visit our website where you can also download the program brochures: www.ie.edu/es/executive-education
Or contact our Admissions team:

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