



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism

In collaboration with



Sponsor



16th UTM – UN TOURISM TRAINING PROGRAMME

TRANSFORMATIVE POWER OF TECHNOLOGY IN MEETINGS AND EVENTS INDUSTRY

19 – 22 November 2024
Macao SAR, China

Information for Country Presentations

As part of the Training Programme, participants are invited to deliver presentations showcasing the advancements, best practices, and innovative examples from their respective countries. These presentations aim to foster knowledge exchange, inspire collaboration, provide insights, and highlight implementations of technology in the meetings and events sector.

For each country or destination represented, a **10-minute presentation plus 5-minute Q&A** is requested, which covers any of the following:

- an overview of your country's meetings and events sector landscape
- the latest trends influencing the meetings and events industry in your country, highlight how technology is shaping these trends
- detailed examples of successful technological implementations OR upcoming technological innovations or projects in meetings and events
- significant challenges faced in adopting technology in the meetings and events sector
- strategies or solutions implemented to overcome the challenges in adopting technology in the meetings and events sector
- strategies or solutions implemented to uphold the sustainability of the meetings and events industry
- strategies or solutions implemented to improve the digital skills of tourism professionals

If using PowerPoint, please limit the presentation to **a maximum of 15 slides**.

~Thank you~