TAILORED KEYNOTES & WORKSHOPS

TOPOSOPHY offers a series of tailored workshops and keynote presentations to help you and your partners understand and capitalise on the latest trends in travel and tourism. We’ll open your eyes to what’s happening in this dynamic industry, and tailor our work to ensure that your organisation gets the very best inspiration and sound advice on where to go next.

Check our selection of customised workshops and keynotes, or talk to us about your needs. We’d be delighted to help!
KEYNOTES & WORKSHOPS

Time for a re-think, a renewal of your business goals or simply a refresher on what’s going on in the world around your organisation? Let us bring you a TOPOSOPHY Tailored Workshop, an interactive, thought-provoking session that will give you and your colleagues the space to understand the latest trends in travel and consumer culture, and plan the way forward for your organisation.

First we work with you on a needs assessment to identify the issues that are most relevant to your destination or organisation. Then our specialist associates will work together to bring in content from across our varied areas of knowledge to deliver a workshop that is engaging, relevant and useful for you and your colleagues (see the next page for a sample selection of the topics that we cover).

TOPOSOPHY’s Tailored Workshops can be delivered with one or two of our associates (depending on your needs and desired format), as a full or half-day session. Either way, we’ll always wrap up with a valuable closing module that where we assess your performance or give a range customised, of practical recommendations to help you plan the way ahead.

Price: Please contact us at info@toposophy.com. We’ll be happy to discuss your needs and provide a quotation.
HOW TO MAKE YOUR TRAVEL BRAND MATTER TO MILLENNIALS
By Peter Jordan

Attracting visitors has always required going that extra mile; however, things just got more difficult because the next generation of travellers is rapidly becoming known for its power to disrupt the norm. Here we discuss the defining characteristics of this generation, how these vary around the world and how the travel industry can take steps to keep their products and marketing fresh and relevant to this new generation of travellers.

SHARING ECONOMY MASTERCLASS
By Manolis Psarros

Let us help you to make sense of the sharing economy. We’ll take you through the rise of the sharing economy and show you what’s made it such a hit with consumers and caused headaches for those who set the rules. We’ll pull out some key lessons for your organisation and help you plan the way ahead, whether you’re looking to join in, compete head-on or adopt your own sharing economy model to engage customers.

PLACE BRANDING 101
By Manolis Psarros

It’s hard to shape a brand that captures the identity of your place, whether it’s a quiet village, a major tourist attraction or bustling city. It’s even harder to get everyone to agree on the brand and a common direction. To help you navigate the complex process of branding, we break down the elements of place branding and explain to you, step-by-step, how to work with all your place stakeholders to create a truly meaningful, eye-catching brand. Moving on from the concept of destinations, we help you to think about the whole ‘place’, what it means to visitors, and how you can use overlooked aspects of your place to attract new and repeat visitors.

UPGRADE YOUR EXPERIENCE - PRINCIPLES AND PRACTICE OF EXPERIENCE DESIGN
By Martin Schobert

In the era of social sharing and the rising importance of earned media it is crucial to achieve a remarkable, meaningful customer experience with your brand which can be shared and told by those who matter most: your customers. Discover the science behind Experience Design, is the holistic approach that can help you to enhance all the different elements of your product for the optimal customer experience.

WHAT IF NEXT IS NOW? THE FUTURE OF TRAVEL IS CLOSER THAN WE THINK
By Manolis Psarros & Peter Jordan

Travellers are some of the most tech-savvy, flexible and enthusiastic adopters of new concepts that you’ll find. This means that the cutting edge of consumer culture is already slicing through the travel industry, disrupting business and changing what you thought you knew. Let us guide you through the latest developments and help you to work out where to take your business.
HOW THE YOUTH OF TODAY CAN CREATE THE STRONG TOURISM DESTINATION OF TOMORROW
By Peter Jordan

While younger travellers are often considered ‘low value’ travellers, studies have suggested that these consumers actually stay longer, spread their spending more widely around the place they’re visiting and return in the future. To help you define a youth tourism strategy as part of a wider tourism strategy, our youth travel specialists will take you through best practices in attracting millennials and Gen-Z travellers, as well as giving practical advice on how to build your marketing plan for reaching this dynamic market.

VISITOR DISPERSAL: TAKING THE STRAIN OFF CITIES
By Peter Jordan

The concentration of tourists in one place, all at once makes all the pre-existing challenges to tourism even more serious. City centres are feeling the strain and residents are fighting back, making it more important than ever to find intelligent solutions to managing cities better, and creating attractive reasons for tourists to disperse to the suburbs and further beyond. Find out what effective steps you can take to spread visitor spending and manage stretched city resources better.

HOTEL & RESTAURANT MARKETING: GETTING BUMS ON SEATS AND HEADS IN BEDS
By Steve Lowy

The major online travel agents have gained a large market share of hotel and restaurant bookings, but how can you still reach your potential customers directly? We give you valuable tips on how to best market directly to your customers both online and offline, and help you create 360 degree marketing strategy for your hospitality business.

HOW TO WORK WITH TRAVEL BLOGGERS AND INFLUENCERS
By Kashyap Bhattacharya

Today, travel influencing has evolved rapidly into a media industry of its own. DMOs and travel brands are working with bloggers to create a rich supply of engaging content as well as bringing inspiration and ideas for reaching new audiences. Our blogger outreach expert will help you understand what to look for when selecting travel influencers, and guide you on building relationships that will bring rewards for your travel brand long into the future.

BECOMING FUTURE-READY (AVAILABLE AS A HALF/FULL-DAY WORKSHOP)
TOPOSOPHY Team

We take you on a comprehensive tour of the major trends in travel, where they’re headed, and what they could mean for your business or destination. Together we’ll look at the implications of aspects such as the sharing economy and the shift of knowledge and power to consumers as they arrive tech-ready and ready to buy from anyone who’s got what they need.
Our associates have become highly acclaimed for being leading researchers, teachers and practitioners in their respective field. All of the topics below can be adapted to a full / half-day workshop format bringing you and your colleagues together for an inspiring and thought-provoking session. Alternatively, if you’re organising a conference or event, get off to the best start with a TOPOSOPHY Tailored Keynote Presentation. Our engaging, experienced speaker will deliver a 45 minute or 90 minute keynote that will give your delegates the full picture of the latest trends and developments on your chosen topic, and inspire them to get the most out of the rest of your event. If you’re interested to cover more than one area, talk to us so that we can adapt our content to your needs!

**Price:** Quote available upon request via info@toposophy.com
Peter Jordan is Senior Tourism Analyst at TOPOSOPHY, and has become established as one of the travel industry’s leading specialists on Millennial consumers.

Kashyap Bhattacharya is TOPOSOPHY’s blogger outreach expert and an award-winning travel blogger and marketer.

Martin Schobert is a destination marketing and management consultant and one of the travel industry’s leading practitioners in experience design and service design thinking in travel and tourism.
WHY TOPOSOPHY?

WHY CHOOSE TOPOSOPHY?

- We’re a full-service destination marketing agency that likes to make the best of what every place has to offer
- Our professional, forward-looking approach and our commitment to working at the cutting edge of our field ensures that you get the latest insights
- Our speakers have won praise around the globe for their delivery, high-quality presentations and fresh thinking

WANT TO KNOW MORE?

Interested to know more about how TOPOSOPHY can give your event the leading edge? Find out more about how we can build a great workshop or keynote presentation that works for you! Just drop us a message at info@toposophy.com or call us on +30 21 02 41 9654