



WORLD TOURISM FORUM LUCERNE  
NEXT GENERATION LEADERS DAY PROGRAMME 2019

# NEXT GENERATION LEADERS DAY

- WHAT** Next Generation Leaders will be required to elaborate adaptation and mitigation strategies for the industry for digitalisation by create a documentary which will be shown on main stage during the World Tourism Forum.
- WHO** Future leaders, accompany a CEO, Minister or Executive working for the same organisation, generally aged 35-40
- WHEN** 1 – 2 May 2019 (before Forum 2019)
- WHERE** Lucerne

Next Generation Leaders is an initiative of World Tourism Forum Lucerne for potential industry leaders in travel, tourism and hospitality industry. **The main goal** of the Next Generation Leaders (NGL) Day is to provide an environment in which the members of the group are inspired, learn from each other and enable each other to tackle challenges they face at their workplace. **The main topic** of the NGL Day is digitalisation, one of the major disruptive forces in travel, tourism and hospitality industry.

## Next Generation Leaders: The Tandem Concept

Powerful tandems for(m) the future of the tourism industry

15-20 participants of World Tourism Forum Lucerne 2019 are very special guests: Next Generation Leaders (NGL), the future leaders in the industry.

### Requirements:

- A minimum of 10 years of experience at a multinational tourism company
- Aged 35-40 years
- Responsible for either several employees or for a considerable budget
- Candidates accompany a CEO, Minister or Executive working for the same organisation.



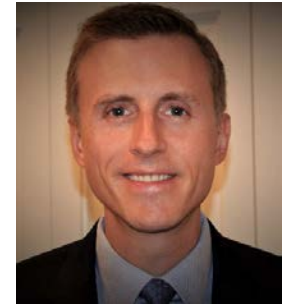
**Taleb Rifai**



**Eunji Tae**



**Isabel Hill**



**Brian Beall**



**Najib Balala**



**Jacinta Nzioka**



## GENERAL PROGRAMME NEXT GENERATION LEADERS DAY

Wednesday, 1 May 2019	17:00 Meet and greet at KKL, Lucerne
	19:00 Beach Club Party at Hotel Montana
Thursday, 2 May 2019	08:00 Inspiration Day at Media World, Swiss Museum of Transport
	12:30 Welcome Lunch, KKL Lucerne
	13:45 World Tourism Forum Lucerne, KKL Lucerne (incl. documentary film)
	19:15 Cocktail Dinner, Schweizerische Hotelfachschule Luzern
Friday, 3 May 2019	08:30 World Tourism Forum Lucerne
	16:30 Swiss Cheese Fondue
Saturday, 4 May 2019	Optional Programme



# DETAILED PROGRAMME

## Topic

Based on the topic of World Tourism Forum Lucerne 2019, Next Generation Leaders will address issues of human involvement in an increasingly digital and automated work environment. How much do digitalisation and automation really change the industry? Do experts overrate their effects? How attractive will the industry be for young talents in 10 years? What role does diversity play when innovation is of increasing importance for success?

## Preparation

Participants of the Next Generation Leaders (NGL) Day will receive a personal invitation in advance. As a preparation, participants will be required to choose and describe a situation from their work environment. The situation might concern either a particular (and difficult) issue, i.e. a challenge posed at work by digitalisation; or an existing plan for a digitalisation strategy in a certain business area. Participants will be asked to send in their contributions at the later announced deadline, and a selection of the suggestions handed in will be discussed at the NGL Day.

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## About World Tourism Forum Lucerne

The World Tourism Forum Lucerne (WTFL) is the leading engagement platform in the industry, where eminent CEOs, Ministers, Academics, Financiers and Start-Ups, interact with the next generation of talent as a strong multi-stakeholder community to shape the future of tourism.

## Next Generation Leaders Day – 1 - 2 May 2019

The Next Generation Leaders (NGL) Day will take place at the Red Bull Media World. For the start, all participants will be required to provide a short statement at the Media World TV Studio (name, company, and one phrase or sentence). Afterwards, participants will be required to analyse one to two cases of their own experience (see "preparation" above). Part 3 of the NGL Day (morning) will focus on questions provided by WTFL. What will change in the industry for employees? And how about employers? What are suitable strategies to face the upcoming challenges? At the end of Part 3, one Next Generation Leader per group will be interviewed. In short statements of 30-45 seconds, they emphasise the importance of disruptive forces in their enterprises, especially digitalisation, answering the questions provided by WTFL.

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## Presentation

After the conclusion of the Next Generation Leaders (NGL) morning, the NGL move to the main Forum at KKL Lucerne. At 17:10, their documentary film will be shown as one of the highlights. NGL participants will be required to be present; some of them might be asked a question after the presentation of the film.

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## Contact

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