**2 November**

**09:00 - 10:00** - [WTM Speed Networking](http://www.wtmlondon.com/en/Sessions/13942/WTM-Speed-Networking)

**10:00 - 11:00** - [WTM Forecast Forum - 2015 Industry Report](http://www.wtmlondon.com/en/Sessions/13940/WTM-Forecast-Forum-2015-Industry-Report)

**12:00 - 14:30** - [WTM Leaders' Lunch](http://www.wtmlondon.com/en/Sessions/13938/WTM-Leaders-Lunch%22%20%5Co%20%22)

**12:30 - 13:30** - [eTourism Dynamics: Smart Tourism](http://www.wtmlondon.com/en/Sessions/13959/eTourism-Dynamics-Smart-Tourism)

**13:30 - 14:30 -** [WTM Global Trends Report 2015 in association with Euromonitor International](http://www.wtmlondon.com/en/Sessions/13941/WTM-Global-Trends-Report-2015-in-association-with-Euromonitor-International)

**14:00 - 15:00** - [The State of European Startups](http://www.wtmlondon.com/en/Sessions/13960/The-State-of-European-Startups)

**15:30 - 17:30** - [WTM Travel Innovation Summit in association with TTI](http://www.wtmlondon.com/en/Sessions/13961/WTM-Travel-Innovation-Summit-in-association-with-TTI)

**15:30 - 16:30** - [Destination Partnerships Panel: Barcelona & Venice](http://www.wtmlondon.com/en/Sessions/13972/Destination-Partnerships-Panel-Barcelona-Venice)

**16:30 - 17:30** - [World Tourism Awards](http://www.wtmlondon.com/en/Sessions/13939/World-Tourism-Awards)

**17:30 - 18:30** - [WTM Technology Drinks Reception - Sponsored by Illusions Online](http://www.wtmlondon.com/en/Sessions/14097/WTM-Technology-Drinks-Reception-Sponsored-by-Illusions-Online)

3 November

**10:15 - 11:15** - [Taking Responsibility for Wildlife and National Parks](http://www.wtmlondon.com/en/Sessions/13966/Taking-Responsibility-for-Wildlife-and-National-Parks)

**10:30 - 11:30** - [WTM Genesys Session - Customers Crave Content](http://www.wtmlondon.com/en/Sessions/13979/WTM-Genesys-Session-Customers-Crave-Content)

**10:30 - 11:30 -** [Food & Drink Travel: The Hidden Harvest](http://www.wtmlondon.com/en/Sessions/14002/Food-Drink-Travel-The-Hidden-Harvest)

**10:30 - 11:15** - [The new cost-cutting revenue-growing approach to website optimisation](http://www.wtmlondon.com/en/Sessions/14020/The-new-cost-cutting-revenue-growing-approach-to-website-optimisation)

**10:30 - 11:30 -** [Airline Industry Panel](http://www.wtmlondon.com/en/Sessions/14031/Airline-Industry-Panel)

**10:30 - 11:30** - [How content strategy can help you tell credible stories outside your niche/ industry vertical](http://www.wtmlondon.com/en/Sessions/14435/How-content-strategy-can-help-you-tell-credible-stories-outside-your-niche-industry-vertical)

**11:00 - 13:00** - [2015 UNWTO & WTM Ministers' Summit - Destination Branding: new challenges in a changing market](http://www.wtmlondon.com/en/Sessions/14936/2015-UNWTO-WTM-Ministers-Summit-Destination-Branding-new-challenges-in-a-changing-market)

**11:30 - 12:30** - [Child Protection](http://www.wtmlondon.com/en/Sessions/13967/Child-Protection)

**12:00 - 13:00** - [WTM Global Trends Report 2015 in association with Euromonitor International](http://www.wtmlondon.com/en/Sessions/13943/WTM-Global-Trends-Report-2015-in-association-with-Euromonitor-International)

**12:00 - 13:00** - [**New Trends in Food & Drink Travel**](http://www.wtmlondon.com/en/Sessions/14003/New-Trends-in-Food-Drink-Travel)

**12:00 - 13:00** - [WTM Genesys Session - Search Engine Update 2015](http://www.wtmlondon.com/en/Sessions/13992/WTM-Genesys-Session-Search-Engine-Update-2015)

 **12:00 - 13:00** - [Six new trends that will change the world](http://www.wtmlondon.com/en/Sessions/14441/Six-new-trends-that-will-change-the-world)

**12:00 - 13:00** - [From Y to Z: Are you ready for Generation Z?](http://www.wtmlondon.com/en/Sessions/14099/From-Y-to-Z-Are-you-ready-for-Generation-Z)

**12:00 - 13:00** - [How the cruise industry is innovating to attract new customers to cruise](http://www.wtmlondon.com/en/Sessions/14001/How-the-cruise-industry-is-innovating-to-attract-new-customers-to-cruise)

**13:00 - 14:00** - [What is the Role of Government in Managing Tourism in Destinations?](http://www.wtmlondon.com/en/Sessions/13968/What-is-the-role-of-government-in-managing-tourism-in-destinations)

**13:30 - 14:30** - [WTM Genesys Session - Getting Personal](http://www.wtmlondon.com/en/Sessions/13993/WTM-Genesys-Session-Getting-Personal)

**13:30 - 18:00** - [The WTM Women in Travel meetup 2015](http://www.wtmlondon.com/en/Sessions/13997/The-WTM-Women-in-Travel-meetup-2015)

**13:30 - 14:45** - [Creative Tourism: All that you need to know about this growing sector](http://www.wtmlondon.com/en/Sessions/14004/Creative-Tourism-All-that-you-need-to-know-about-this-growing-sector)

**13:30 - 14:00** - [WTM & Travel Perspective - The Digital Deluge](http://www.wtmlondon.com/en/Sessions/14005/WTM-Travel-Perspective-The-Digital-Deluge)

**13:30 - 14:30** - [Creating the Ultimate Sport Tourism Destination – Experiences from Top Global Destinations](http://www.wtmlondon.com/en/Sessions/14032/Creating-the-Ultimate-Sport-Tourism-Destination--Experiences-from-Top-Global-Destinations)

**13:30 - 14:15** - [Creating the Next Gen Travel Experience](http://www.wtmlondon.com/en/Sessions/15181/Creating-the-Next-Gen-Travel-Experience)

**14:00 - 15:00** - [Not for the Faint Hearted: Entrepreneurship, Resilience & the Art of Bouncing Back](http://www.wtmlondon.com/en/Sessions/13998/Not-for-the-Faint-Hearted-Entrepreneurship-Resilience-the-Art-of-Bouncing-Back)

**14:15 - 15:15** - [WTM & Travel Perspective - Destination 2020](http://www.wtmlondon.com/en/Sessions/14006/WTM-Travel-Perspective-Destination-2020)

**14:30 - 15:30** - [Developing the Right Sport Tourism Event Strategy](http://www.wtmlondon.com/en/Sessions/14033/Developing-the-Right-Sport-Tourism-Event-Strategy)

**14:30 - 15:30** - [Carbon Resource Efficiency Good Practice](http://www.wtmlondon.com/en/Sessions/13969/Carbon-Resource-Efficiency-good-practice)

**15:00 - 16:00** - [WTM Genesys Session - Digital Marketing](http://www.wtmlondon.com/en/Sessions/13994/WTM-Genesys-Session-Digital-Marketing)

**15:00 - 18:00** - [BU Futures Forum @ WTM 2015](http://www.wtmlondon.com/en/Sessions/13996/BU-Futures-Forum-WTM-2015)

**15:30 - 16:15** - [Unraveling the Mysteries of Meta Search Marketing](http://www.wtmlondon.com/en/Sessions/14813/Unraveling-the-Mysteries-of-Meta-Search-Marketing)

**15:30 - 16:30** - [4G Leadership: 4 Generations of Travel Women Share Their Leadership Lessons](http://www.wtmlondon.com/en/Sessions/13999/4G-Leadership-4-Generations-of-Travel-Women-Share-Their-Leadership-Lessons)

**15:30 - 16:30** - [WTM & Travel Perspective - Working with Brands in a Digital World](http://www.wtmlondon.com/en/Sessions/14007/WTM-Travel-Perspective-Working-with-Brands-in-a-Digital-World)

**15:45 - 16:45** - [Increasing the Local Economic Benefits of Tourism](http://www.wtmlondon.com/en/Sessions/13970/Increasing-the-local-economic-benefits-of-tourism)

**16:00 - 17:00** - [Masterclass in the Art of Wellness Tourism](http://www.wtmlondon.com/en/Sessions/13944/Masterclass-in-the-Art-of-Wellness-Tourism)

**16:30 - 17:00 -** [Adventuresses – Rediscovering Voyages into the Unknown](http://www.wtmlondon.com/en/Sessions/14000/Adventuresses--Rediscovering-Voyages-into-the-Unknown)

**16:30 - 17:30** - [WTM Genesys Session - What’s Happening in Technology](http://www.wtmlondon.com/en/Sessions/13995/WTM-Genesys-Session-Whats-Happening-in-Technology)

**16:30 - 17:15** - [The reveNew dimension](http://www.wtmlondon.com/en/Sessions/14768/The-reveNew-dimension)

**16:45 - 17:45** - [WTM & Travel Perspective - The Best Social Media Campaigns of 2015](http://www.wtmlondon.com/en/Sessions/14008/WTM-Travel-Perspective-The-Best-Social-Media-Campaigns-of-2015)

**17:00 - 18:00** - [Taking Responsibility: Change Makers](http://www.wtmlondon.com/en/Sessions/13971/Taking-Responsibility-Change-Makers)

**4 November**

**10:30 - 12:45** - [WTM Responsible Tourism Opening & The 2015 World Responsible Tourism Awards](http://www.wtmlondon.com/en/Sessions/13975/WTM-Responsible-Tourism-Opening-The-2015-World-Responsible-Tourism-Awards)

**10:30 - 11:30** - [**Can global brands truly make local content?**](http://www.wtmlondon.com/en/Sessions/14449/Can-global-brands-truly-make-local-content)

**10:30 - 11:30** - [City Tourism - Taxing the Tourist](http://www.wtmlondon.com/en/Sessions/14242/City-Tourism-Taxing-the-Tourist)

**10:30 - 12:00** - [#Social Silk Road: The rise of experiential travel and the booking revolution](http://www.wtmlondon.com/en/Sessions/14904/Social-Silk-Road-The-rise-of-experiential-travel-and-the-booking-revolution)

**11:00 - 12:00** - [Attracting High Yield Travelers via Wellness Tourism](http://www.wtmlondon.com/en/Sessions/13962/Attracting-High-Yield-Travelers-via-Wellness-Tourism)

**11:30 - 12:15** - [Content as a Technology: Automated Decision Making for Localised, Personalised Content](http://www.wtmlondon.com/en/Sessions/14021/Content-as-a-Technology-Automated-Decision-Making-for-Localised-Personalised-Content)

**12:00 - 13:00** - [Digital Transformation in Travel](http://www.wtmlondon.com/en/Sessions/14530/Digital-Transformation-in-Travel)

**12:30 - 13:15** - [Leveraging Guest Intelligence to Improve Guest Experience & Drive Revenue](http://www.wtmlondon.com/en/Sessions/14195/Leveraging-Guest-Intelligence-to-Improve-Guest-Experience-Drive-Revenue)

**12:30 - 13:30** - [Attracting High Spending Families to Hotels and Resorts Worldwide](http://www.wtmlondon.com/en/Sessions/14010/Attracting-High-Spending-Families-to-Hotels-and-Resorts-Worldwide)

**12:30 - 13:30** - [Mintel Travel Futures](http://www.wtmlondon.com/en/Sessions/13964/Mintel-Travel-Futures)

**13:30 - 13:55** - [WTM & Travel Perspective - Keynote](http://www.wtmlondon.com/en/Sessions/14012/WTM-Travel-Perspective-Keynote)

**14:00 - 15:00** - [Hostels: Dirty word or revolutionary lodging segment?](http://www.wtmlondon.com/en/Sessions/14011/Hostels-Dirty-word-or-revolutionary-lodging-segment)

**14:00 - 15:00** - [Gender and Tourism](http://www.wtmlondon.com/en/Sessions/13973/Gender-and-Tourism)

**14:00 - 15:00** - [Show me the money!](http://www.wtmlondon.com/en/Sessions/14450/Show-me-the-money)

**14:00 - 15:00** - [Aviation Seminar](http://www.wtmlondon.com/en/Sessions/14034/Aviation-Seminar)

**14:00 - 15:00** - [The future of the tourist board or DMO, is it virtual or reality?](http://www.wtmlondon.com/en/Sessions/14905/The-future-of-the-tourist-board-or-DMO-is-it-virtual-or-reality)

**14:05 - 15:05** - [WTM & Travel Perspective - Travel’s next big thing](http://www.wtmlondon.com/en/Sessions/14013/WTM-Travel-Perspective-Travels-next-big-thing)

**14:30 - 15:15** - [Emerging Online Travel Brands (OTAs, Activity Providers, Bloggers): Get the most out of your online traffic with TripHobo.com](http://www.wtmlondon.com/en/Sessions/14022/Emerging-Online-Travel-Brands-OTAs-Activity-Providers-Bloggers-Get-the-most-out-of-your-online-traffic-with-TripHobocom)

**15:15 - 15:40** - [WTM & Travel Perspective - How the World’s Best Brands use Social and Digital](http://www.wtmlondon.com/en/Sessions/14014/WTM-Travel-Perspective-How-the-Worlds-Best-Brands-use-Social-and-Digital)

**15:30 - 16:45** - [Carbon Debate – is the Travel and Tourism Industry doing enough to address Climate Change?](http://www.wtmlondon.com/en/Sessions/13965/Carbon-Debate--is-the-travel-and-tourism-industry-doing-enough-to-address-climate-change)

**15:30 - 16:30** - [Digital Vs Traditional Marketing in Travel and Tourism - Do or Die?](http://www.wtmlondon.com/en/Sessions/14814/Digital-Vs-Traditional-Marketing-in-Travel-and-Tourism-Do-or-Die)

**15:30 - 16:30** - [Marketing 3.0: Engaging Visitors in 2016](http://www.wtmlondon.com/en/Sessions/14584/Marketing-30-Engaging-Visitors-in-2016)

**16:00 - 17:00** - [The Trail Blazers of Wellness Tourism](http://www.wtmlondon.com/en/Sessions/13963/The-Trail-Blazers-of-Wellness-Tourism)

**17:00 - 18:00** - [WTM Responsible Tourism Networking Reception](http://www.wtmlondon.com/en/Sessions/13974/WTM-Responsible-Tourism-Networking-Reception)

**17:00 - 18:00** - [Wellness Travel Awards by Spafinder Wellness 365](http://www.wtmlondon.com/en/Sessions/14624/Wellness-Travel-Awards-by-Spafinder-Wellness-365)

**17:00 - 18:00** - [From Conflict to Sustainable Tourism: the Northern Ireland Experience](http://www.wtmlondon.com/en/Sessions/14718/From-Conflict-to-Sustainable-Tourism-the-Northern-Ireland-Experience)

**5 November**

**09:00 - 16:00** - [Holidays Matter Annual Conference](http://www.wtmlondon.com/en/Sessions/14098/Holidays-Matter-Annual-Conference)

**09:00 - 10:00** - [WTM Speed Networking](http://www.wtmlondon.com/en/Sessions/14133/WTM-Speed-Networking)

**10:15 - 12:15** - [**#DTTT Travel Start-up Pitches**](http://www.wtmlondon.com/en/Sessions/14585/DTTT-Travel-Start-up-Pitches)

**10:30 - 11:30** - [**WTM Blogger Speed Networking**](http://www.wtmlondon.com/en/Sessions/15198/WTM-Blogger-Speed-Networking)

**10:30 - 11:30** - [**Responsible Tourism in the Snow**](http://www.wtmlondon.com/en/Sessions/13976/Responsible-Tourism-in-the-Snow)

**10:30 - 11:00** - [**WTM &Travel Perspective - Instagram for Travel**](http://www.wtmlondon.com/en/Sessions/14015/WTM-Travel-Perspective-Instagram-for-Travel)

**11:00 - 13:00** - [**ITT Future You Conference**](http://www.wtmlondon.com/en/Sessions/14977/ITT-Future-You-Conference)

**11:20 - 12:20** - [WTM &Travel Perspective - Can social media sell travel?](http://www.wtmlondon.com/en/Sessions/14016/WTM-Travel-Perspective-Can-social-media-sell-travel)

**11:45 - 12:45** - [Freshwater and Marine Cruising](http://www.wtmlondon.com/en/Sessions/13977/Freshwater-and-Marine-Cruising)

**12:40 - 13:40** - [WTM &Travel Perspective - Why travel and tourism organisations need to become publishers](http://www.wtmlondon.com/en/Sessions/14018/WTM-Travel-Perspective-Why-travel-and-tourism-organisations-need-to-become-publishers)

**13:00 - 14:00** - [Can you taste the difference?](http://www.wtmlondon.com/en/Sessions/13978/Can-you-taste-the-difference)

**14:00 - 15:00** - [WTM &Travel Perspective - Why online video cannot be ignored](http://www.wtmlondon.com/en/Sessions/14019/WTM-Travel-Perspective-Why-online-video-cannot-be-ignored)