ATM
Call for Speakers

The following document contains more guidance on how Arabian Travel Market chooses speakers, and how to participate in 2026's programme.

Shape the Future of Travel at Arabian Travel Market 2026

ATM is more than just a networking hub; it's a powerful platform for **learning**, **collaboration** and **innovation**. ATM welcomes innovative submissions, bold achievements, blue sky thinking, high-level thought leadership and informative case studies with a special interest in those linked to emerging trends, major or growing travel segments and future opportunity.

Considerations of Submission

- Submitting your proposal is an expression of interest only, it does not guarantee a slot.

- Selected proposals must align with ATM's objectives and themes

- Promotional or sales pitches will **not** be accepted.

- Seniority of speaker and industry influence is a must.

What we are looking for:

✓ Innovative, original, or disruptive thinking

✓ Real-world success stories and best practices

✓ Future trends, growing travel sectors, or new opportunities

✓ High-level thought leadership and expertise
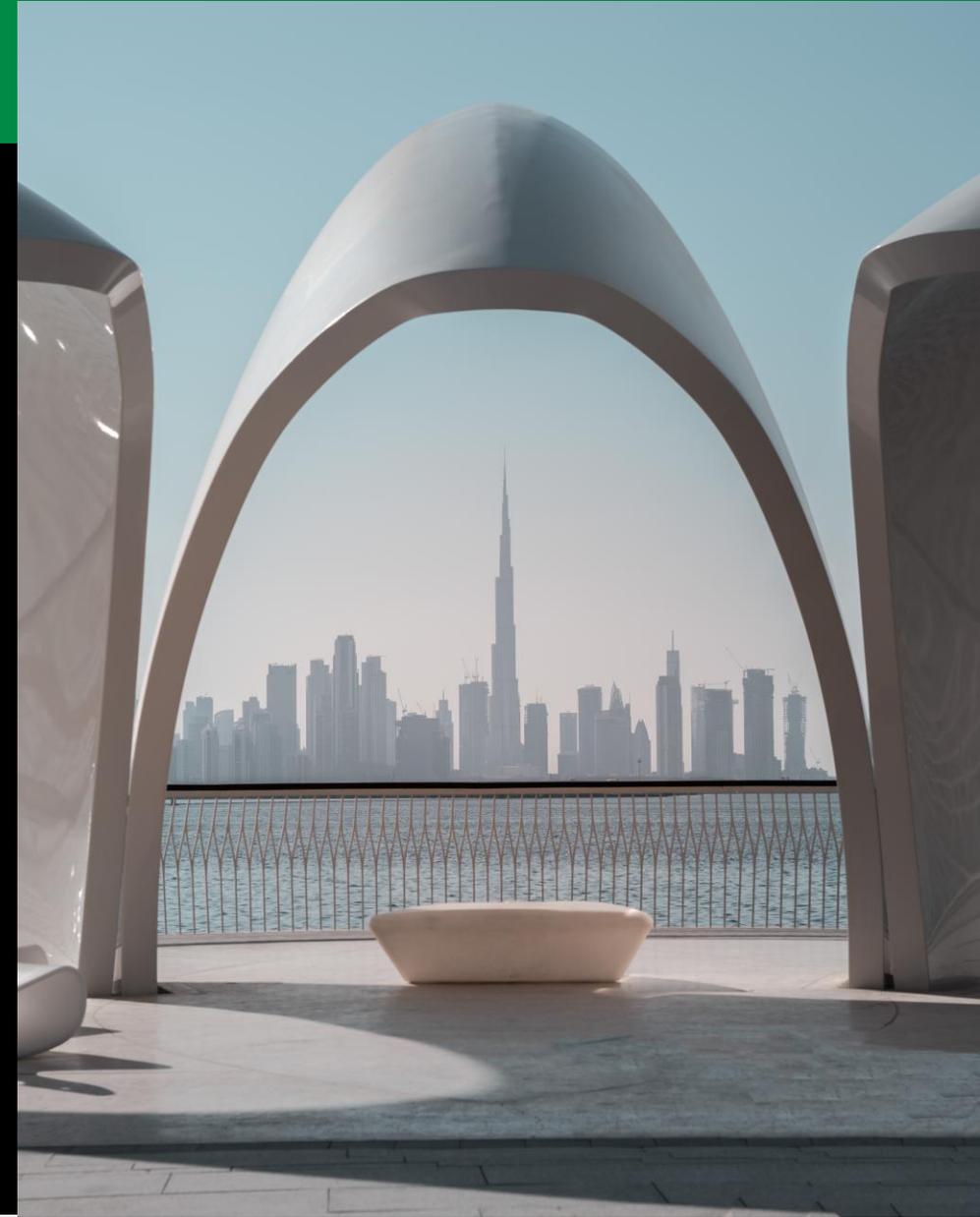
Recommended Formats

Demo – Presentations or applications of a product / service in an engaging demo or ppt for audiences to better understand the use of the product / service. (Typically, 15-20 mins)

Keynote – One specialist speaker presenting on a key topic with / without slides, to deliver a key message and deep dive on a specific area of specialism. (Typically, 30-45 mins)

Fireside Chat - One or two (max) key leaders having an informal chat with a moderator, exploring their topic matter through an open conversation. (Typically, 30-45 mins)

Panel – Up to 5 panellists discussing a pre-determined topic, with prepared questions giving a wider look at a topic, from a variety of perspectives, often sharing opposing opinions to create a debate on-stage. (Typically, 45-1h)

Stages

Global Stage:
"*Providing the roadmap to global travel development.*"

Experience Stage:
"*Supplying event decision makers with thought leadership.*"

Future Stage:
"*Launching travel into the future with key insights and technology.*"

2026 Conference Tracks

Global Stage	Future Stage	Experience Stage
1) Accessibility & Inclusion 2) Accommodation 3) Content & Marketing 4) Economics 5) Market Research 6) Sustainability 7) Transport & Mobility 8) Trends	1) AI & Personalisation 2) Immersive Travel & the Metaverse 3) Fintech 4) Green Tech 5) Robotics 6) Disruptors	1) Business Events 2) MICE 3) Event Tech 4) Accessibility & Inclusion

Evaluation Criteria

ATM will assess submissions based on:

Proven success or applied best practices	Originality and innovation
Relevance to ATM audience and agenda	Scalability and global impact potential
Contribution to sustainability goals	Commitment to diversity and inclusion

Sponsored or Curated?

There are limited opportunities for sponsored content during the ATM Conference Programme. Key differences are as follows:

	Lead Capture of Attendees?	Promotion?	Own Branding?	Ownership of content?	Discussion Type
Sponsored	Yes	1x Social post	- Mention on website with Click-thru link - Mention in digital show preview - 1x video loop on-stage, prior to session - Logo on holding slide - Logo on live agenda	Topic to be *guided* by ATM team.	Freedom to choose.
Invited	No	Not guaranteed	No	Topic and moderator to be *decided* by ATM team only.	Panel or Fireside only.

Key Dates:

15th December – Call for Speakers Closes

2026:

26th January - Completed Agenda Launched

16th February – All Speakers Confirmed

16th March – All Sponsored Slots Fulfilled

arabian travel market® DUBAI
Mon 4 May - Thu 7 May 2026

arabian travel market® TRAVEL TECH
Mon 4 May - Thu 7 May 2026

ibtm® @ ATM

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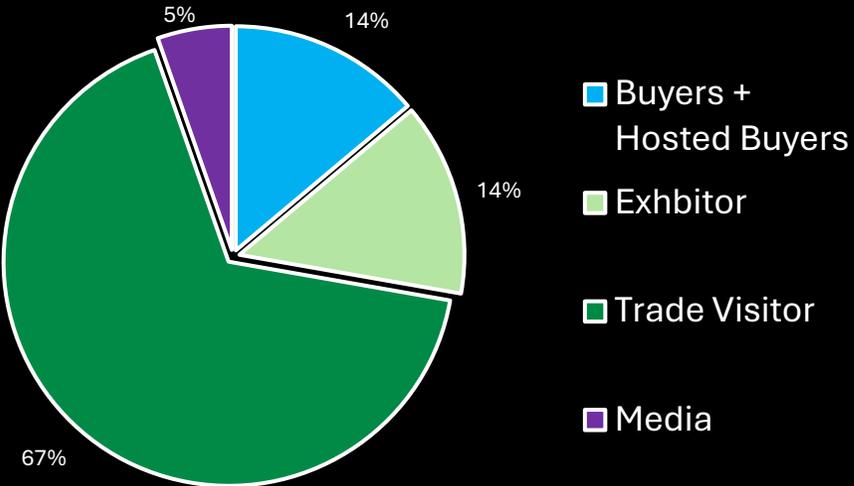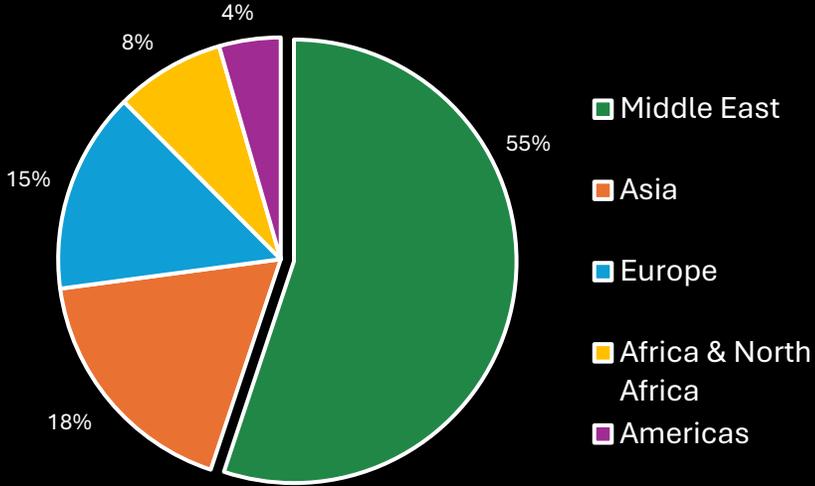
FAQs

- **Does it cost to speak?**
    Whilst applying to speak is completely free, some parts of the conference programme will have a cost associated to them.

- **How are speakers determined?**
    The conferencing team will hand-pick the most relevant and impactful speakers that resonate with ATM Values.

- **When will I find out if I've been selected?**
    The conference team will be in touch directly, only if you have been selected.

- **What if I miss the deadline?**
    Unfortunately, we will not be able to accept any late submissions.

Submit interest now

Be sure to submit your full application before 24th November.