

Call for Content Application Criteria

Please read the following document for more guidance on how WTM chooses speakers, and how to apply to speak.



Shape the Future of Travel at World Travel Market 2025!

We're looking for **bold** thinkers, **fresh** voices, and **groundbreaking** ideas to transform WTM's stages. Share your innovative insights, success stories, and forward-thinking strategies with a global audience of industry leaders.



Considerations of Submission

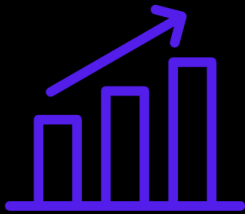
- Submitting your proposal is an expression of interest only, it does not guarantee a slot.
- Selected proposals must align with WTM's objectives and themes
- Promotional or sales pitches will **not** be accepted.
- Seniority of speaker and industry influence is a must.



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

Tracks



Travel Trends



Geo-Economics



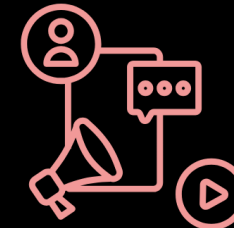
Sustainability



DEAI



Technology



Marketing



Formats



Use-Case – 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 - 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)

Workshops – A longer and deeper dive into a topic specific facilitated by an expert to provide knowledge building with smaller audiences, providing intimate discussions and handouts. (Typically, 1.5h – 2h)



Evaluation of Criteria

Alongside the conference advisors, WTM will assess submissions based on:

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



Key Dates

Call for Content submission closes on
July 7th

Conference Agenda will be
announced on **July 21st**

Invitations to speak will be ongoing
until **August 25th**



FAQs

- **Does it cost to speak?**

Applications are completely free, and the conference programme is by invitation only, so there is no monetary cost for participating.

- **How are speakers determined?**

Alongside the Conference Advisors, the conferencing team will hand-pick the most relevant and impactful speakers that resonate with WTM Values.

- **When will I find out if I've been selected?**

The conference team will be in touch up until 25th August with invitations to speak.

- **What if I miss the deadline?**

Unfortunately, we will not be able to accept any late submissions.



Submit interest now

Express your interest to help redefine the future of travel.

