



ITB
ASIA

Asia's Leading
Travel Trade
Show

COMMUNITY INSIGHTS

www.itb-asia.com
conference@messe-berlin.asia

August 2020

BROUGHT TO YOU BY

Messe Berlin (Singapore)



SHARE

something new

EXPLORE

what's possible

SHIFT

your perspectives





ABOUT ITB ASIA'S

COMMUNITY INSIGHTS

ITB Asia's Community Insights is where travel industry players - anyone, anywhere, anytime - learn new knowledge and share new ideas to the global community.

From leadership strategies to the latest developments in MICE, Corporate, Leisure and Travel Technology, we keep you informed and inspired on the most important updates, outlooks for the industry, and strategies for planning ahead.

If you have written insightful articles, produced standout podcasts or filmed high quality content on travel ready to be shared, we could help your work achieve far-reaching impact in the global B2B travel community.

www.itb-community.com/insights



THIS IS WHERE

YOU WILL BE ABLE TO...

01

Submit your content and get it featured on our platform - be it an article, a podcast, a video, etc. Let's share your insights to the industry - regionally and globally.

02

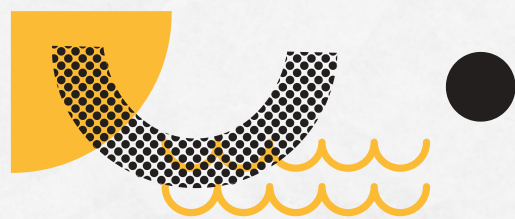
Position yourself and your brand as a thought leader.

03

Gain knowledge shared by your peers and other industry experts.

04

Access videos and read articles from previous editions of the ITB Asia events.



FAQs

1. How do I submit my content?

Please submit your content using the form [here >>](#).

2. What are the criteria to get my content featured on ITB Asia's Community Insights?

Our content selection and evaluation are based on the predetermined needs to serve ITB Asia's travel community.

Primarily, we are looking for genuine content that is educational and informative for the travel industry and free from sales pitches.

What works:

- Insights, industry observations, leadership thinking, and innovative ideas worth sharing to the travel industry
- Real-life examples and case studies
- Everything else except what doesn't work below

What doesn't work:

- Dry, long and technical content
- Press releases
- Sales pitches, content and hyperlinks to websites for commercial purposes



FAQs

3. Who can submit the content?

Industry professionals and companies.

4. I am a travel industry professional, but I am currently not working for any company. Can I still submit content?

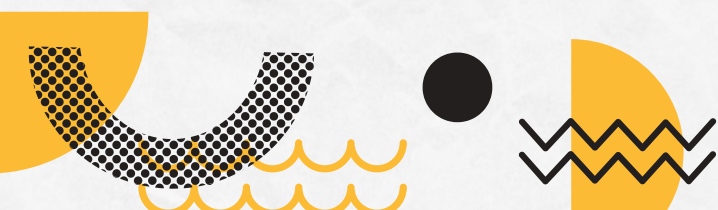
Yes, you can. We accept content from travel industry professionals regardless of your employment status. It is the big ideas and insights that we would like to hear from you.

5. Do I have to pay?

Should your content be interesting, useful for the travel industry and free from sales pitches, we would love to work with you to have it featured on ITB Asia's Community Insights free-of-charge.

6. What are the branding opportunities on ITB Asia's Community Insights?

Branding opportunities on ITB Asia's Community Insights are available through various sponsorship packages. Please write to us at sales@messe-berlin.asia to discuss opportunities.





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