

Agenda
Workshop on Digitalisation - the driver of growth for tourism businesses
 How to access finance and enhance your skills for digital tourism
 Friday 1 February 2019
 Poznan, Poland



11:00 - 11:30	Welcome coffee / registration of participants
11:30 - 11:45	<p>Welcome speech</p> <p>Mr Piotr Tatara, Advisor to the European Commissioner for Internal Market, Industry, Entrepreneurship and SMEs</p>
11:45 - 12:45	<p>Session 1: Going digital with EU funds supporting tourism</p> <p><i>In Poland there has been a limited uptake in terms of applying for EU funds. This panel will show SME representatives the opportunities to access EU funds to go digital to boost their tourism business.</i></p> <ul style="list-style-type: none"> · Jarosław Nowak, Member of the Management Board, Wielkopolska Agency for Enterprise Development <p>Experienced entrepreneur and business coach. Since 2007, Deputy Chairman of Wielkopolska Agency for Enterprise Development Ltd., being in charge for all the promotional, marketing, PR and informational issues, due to sales development. Clustering expert at the European Open Days. Took active role in JOSEFIN project (Joint SME Finance for Innovation), where he became a co-author of an innovative financing scheme for enterprises located in Wielkopolska. Participant of several financing initiatives, such as JEREMIE and jeremie2.</p> <ul style="list-style-type: none"> · Joanna Bosiacka-Kniat, Head of Innovation and Entrepreneurship Department, Poznań Science and Technology Park <p>Expert of the European Commission evaluating applications in framework programs since 2009. Experienced in writing applications in the 6th, 7th Framework Program of the EU and Horizon 2020 as well as in the implementation of projects both as a coordinator and partner. On a daily basis, she deals with consultancy in obtaining funds for research and innovation for scientific institutions and enterprises. She also provides support in the search for foreign partners in the construction of a consortium, in acquiring and accounting for measures to support participation in EU research projects, as well as in project settlement. Author and trainer conducting trainings on proposal writing, managing, settling projects, reporting and strategies for raising funds for research.</p> <ul style="list-style-type: none"> · Krzysztof Nowaczyk, Key Account Manager at Enterprise Europe Network, Poznan Science and Technology Park <p>Senior expert from world's largest support network for small and medium-sized enterprises with international ambitions. Specialized in comprehensive services that helps businesses innovate and grow on an international scale. For last 5 years innovation and technology transfer consultant at Poznan Science and Technology Park. Previously engaged in international cooperation of Wielkopolska municipalities.</p>

12:45 - 14:00	Lunch break
14:00 - 15:00	<p>Session 2: SME in tourism- digital solutions to find new business opportunities</p> <p><i>Though often run with relatively little resources, Polish SMEs can benefit from digital solutions to both find and expand on new markets in tourism and its value chain.</i></p> <ul style="list-style-type: none"> · Marcin Leszczyński, PhD, Poznan University of Economics and Business <p>PhD at Poznan University of Economics and Business and Director at Poznan Society for the Advancement of Arts and Sciences. Author of the first doctoral dissertation in Poland on international public relations in the discipline of economics. He is interested in the issues of public relations and strategic communication at the international level.</p> <ul style="list-style-type: none"> · Piotr Miklosik, Lecturer at WSB University <p>Piotr Miklosik has over 10 years of experience in developing, designing and managing IT projects, developed both for the Universities, as well as for individual clients or companies. Piotr has a good knowledge of IT systems used on Universities, as well as experience in designing various web and mobile applications both for administration or commercial use. Piotr is a lecturer at WSB University where he teaches students about IT project management and web portal design.</p> <p>In 2010, Piotr co-founded MindsEater, IT company based in Poznan. He has been working as a IT Director of the company, building a team of competent IT specialist able to design and implement bespoke IT systems for many different customers. During years, Piotr supervised the creation of over 25 different web portals and mobile applications.</p> <ul style="list-style-type: none"> · Arek Kwoska, CEO, Rebels Valley <p>Arek is Serial Entrepreneur, Engineer and Innovation Ecosystem Builder, co-founder and Managing Partner of Rebels Valley - acceleration and business development boutique. A hugely experienced ICT project and portfolio manager, Arek is an innovation and Business to IT communications consultant, with skills proven in big corporations and start-ups.</p> <ul style="list-style-type: none"> · Kamil Pakosz, CEO, Hello Poland <p>CEO and co-founder of starting-up e-commerce platform 'Hello! Poland' dedicated to digitize and promote the Polish tourism market. Based in Wroclaw, Kamil is also supporting PFI Future SA – an investment company developing large edutainment and leisure projects in the CEE region. Kamil was previously working as a Regional Manager for global Real Estate consulting companies including Colliers International and Savills and before that, he was supporting the City of Wroclaw in attracting FDIs as a member of the municipal 'Invest in Wroclaw' team. Kamil's professional experience extends to business travel and MICE industry, as well as professional destination advisory for investors and other tourism professionals.</p>
15:00 - 16:00	<p>Session 3: Skills to keep pace with digitalisation in tourism</p> <p><i>What skills and trainings are useful for SMEs in the tourism sector? This panel will focus on skills Polish SMEs should have to keep pace with digitalisation in the tourism sector.</i></p> <ul style="list-style-type: none"> · Agata Basińska-Zych, Program Manager of Tourism and Recreation, WSB University in Poznań <p>Phd, lecturer and Manager of Tourism and Recreation Faculty in WSB University in Poznan. Expert of WSB University in Poznań in fields: tourist services and the tourist market, tourism</p>

	<p>policy, leisure-time and physical activity, wellbeing and health behaviors. In the manager's duties she has been dealing with qualifications and creating an educational offer consistent with the current needs of the tourism labor market, actively cooperates with business partners and business trainers.</p> <ul style="list-style-type: none"> · Grzegorz Mikielewicz, CEO & founder, getaway.pl <p>Born in 1978, for 14 years was the brand ambassador for online poker industry (including 7 years as a member of elite Team Pro Online at PokerStars). Currently is using his experience gained during countless travels around the world and created getaway.pl - personal travel assistant - which designs individual plans of travels according to exact needs of customers.</p> <ul style="list-style-type: none"> · Aleksandra Sikorska, Relationship Manager at Jakdojade.pl <p>For over five years she has been engaged in creating and developing, as well as participating in launching new functionalities in one most the most known applications in Poland. Jakdojade in a journey planner that gathers 46 polish cities and around 4 mln UU monthly.</p>
16:00 - 16:30	<p>Closing remarks</p> <ul style="list-style-type: none"> · Sebastian Ogórek – Moderator, <p>Polish economic journalist, currently deputy editor-in-chief of the largest polish business portal money.pl. Hosting a television programs "Money. To się liczy" and "Statistica". In the past, he worked among others in Polish Radio and the newspaper "Puls Biznesu".</p>