

World Youth and Student Travel Conference Announces Keynote Speaker



The annual World Youth and Student Travel Conference (WYSTC), recognised as the leading event for the global youth, student and educational travel industry, welcomes Daniel Levine as this year's keynote speaker.

A celebrated global trends expert and Executive Director of the Avant-Guide Institute, Levine possesses an uncanny ability to help travel-oriented brands and consumer-related businesses attract customers and stimulate growth through more relevant, innovative and profitable techniques.

This October, Levine kicks off WYSTC with an inspiring and educational speech encouraging delegates to focus on providing meaningful experiences that speak to the values of the youth sector.

Attendees can expect to hear how companies across the industrial spectrum are finding success by offering customers the excuses they need to make purchasing and lifestyle decisions. In addition, delegates will learn how to use the same strategies to get closer to their customers and land more sales.

WYSTC traditionally draws a senior level audience of decision makers and key stakeholders in the dynamic youth sector. As the signature B2B event for the WYSE Travel Confederation, WYSTC runs from October 17-20 and includes two full days of trading plus sector-specific seminars, workshops, networking opportunities and more. A selection of seminars this year includes topics such as:

- Conquering the Latest Trends in Social Media
- Bridging the Gaps - Doing Business in China
- Opening Up New Markets for Work Abroad Programmes
- Global Youth Trends
- Voluntourism Roundtable Safety and Risk Management for Volunteer Programmes
- US Policy and Trends on International Exchanges for the Future
- Exploring Emerging Markets - Africa and the Middle East
- The Mega Trend for Green and Sustainable Tourism
- The Ins-and-Outs of Professional Au Pair Agencies
- Benchmark Business Know-How for Hostels
- Dangerous Liaisons: Tourism, Terrorism and the Risk Society
- Using Data to Drive Success in the Youth & Student Travel Industry

Registered delegates can pre-schedule their business appointments via an online system which, after only two weeks of opening, has already logged over 6000 meeting requests.

Organisations can increase their visibility to current and prospective business partners from over 80 countries around the world through sponsorships, advertisements and exhibitions in the Trade Hall.

With the event taking place under one roof at the China World Trade Centre in Beijing, two thirds of attendees have taken advantage of exclusive discounted rates and are booked into the adjacent Shangri-La properties: the award-winning China World Hotel and the Traders Hotel.

WYSTC delegates have shown strong interest in specially prepared pre- and post-conference tours from Dragon Bus, Qu Jiang Tourism and International House Xi'an. Attendees also benefit from discounted rates on both national and international flights on Air China, the Official Airline Carrier for WYSTC 2010.

This October's WYSTC will see the official induction of the Confederation's new Director General Robin Wicks. Former Chief Operating Officer Continental Europe for InterContinental Hotels Group, Wicks conveys a strong vision for the future: "I'm really pleased to be part of this year's WYSTC. Beijing is an exciting city at the heart of the new world economic powerhouse that is China.

Travel is the world's biggest industry, and the youth sector is probably the most exciting part. The Confederation is a wonderful organisation with great strengths and I plan to use those to ensure we take a strong leadership role in the industry and at the same time provide real value to our members. I look forward to working with all of the members across the world to make that happen."

About WYSTC, WYSE Travel Confederation and Daniel Levine:

WYSTC is the annual event for the WYSE Travel Confederation, which is endorsed by the UNWTO and UNESCO. The WYSE Travel Confederation is a not-for-profit membership association dedicated to supporting the global industry and creating new opportunities for youth and student travellers worldwide.

WYSTC connects the many sectors and organisations that serve millions of young people who travel to study, work and grow. Bringing these diverse industries together under one roof provides a singular opportunity to pursue innovative partnerships, develop creative marketing and distribution channels and tap into new markets. This year, WYSTC will take place from 17 - 20 October 2010 at the China World Trade Centre in Beijing, China.

Hailed as "the ultimate guru of cool" by CNN, WYSTC 2010 keynote speaker Daniel Levine is the author of over 20 best-selling books and a frequent guest on international television and radio (including BBC, HBO, NBC and Fox, among many others). As the Executive Director of the Avant-Guide Institute, Levine is the hands-on leader of an international team of "trend hunters" - over 9000 spotters who endlessly scour the globe chronicling the latest products, ideas and experiences.

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