



# WYSTC 2009 MANCHESTER, UK 22-25 SEPTEMBER 2009

## KEY CONFERENCE BENEFITS

### WORLD CLASS EXPERTISE

Learn and network with leaders in student and youth travel, international education, as well as state, national and regional tourism boards.

### TRUSTED TRADING PARTNERS WITH PROVEN PRODUCTS

WYSTC is the signature event of the WYSE Travel Confederation - representing over 100 years of industry insight, integrity and experience.

### ESTABLISH AND MAINTAIN BUSINESS RELATIONSHIPS

Develop, maintain and strengthen your global relationships with key agents, providers and professional contacts via face-to-face business appointments and targeted networking.

### NEW PARTNERS - NEW SOLUTIONS

Accelerate your speed-to-market of products and services via the conference's global network.

### WYSTC MAKES IT EASY

WYSTC Online Marketing Tools make it easy to profile your organisation and target your trade and business development before and after the event. **FREE WiFi** at WYSTC makes it simple to stay in touch during.

- Upload videos, brochures, presentations
- Discover registered organisations via multiple search criteria with **WYSTC Online Marketing Tools**

# BUILDING YOUR GLOBAL NETWORK PERSON TO PERSON

**The World Youth and Student Travel Conference** is the must attend B2B trade event for key stakeholders and organisations in youth, student and educational travel. Do not miss this opportunity to meet with your fellow global leaders from cultural exchange, study abroad, higher education, work and travel, gap year, volunteer organisers, hostels, support industries: the entire community that serves today's young travellers under one roof.

## WHY YOU SHOULD ATTEND

### Pursue innovative cross-sector partnerships

### Tap into emerging markets

### Take advantage of the latest industry know-how

### Develop creative marketing and distribution channels

WYSTC combines two full days of targeted business appointment meetings with non-stop networking events and a day and a half long industry-focused educational programme. Three and a half days of high-octane learning, networking and trade that provides you with an exceptional opportunity to build and strengthen your global network -- person to person.

### Pursue innovative cross-sector partnerships

Because of the diverse range of organisations that attend WYSTC, the conference delivers an unparalleled opportunity to meet with organisations from outside your particular sector. And, because WYSTC is the signature event of the WYSE Travel Confederation - representing over 100 years of combined industry insight, integrity and experience, WYSTC attendees benefit from the confederation's vast network of members and the knowledge that they are indeed, trading with trusted business partners.

### Tap into emerging markets

Due to its global reach, WYSTC connects you with the big, the small and the many diverse markets - some 450 plus organisations representing more than 90 countries around the world that serve today's young travellers.

### Take advantage of the latest industry know-how

The daylong WYSTC seminar programme featuring over 20 separate sessions enables you to keep pace with the latest technological developments, innovative products and directions in your global industry. Discover the latest trends and business intelligence with sessions led by leading experts from within and outside of the industry. Learn to think out of the box, discover strategies, tools of the trade and best practices that will keep your business going strong in a down economy.

### Develop creative marketing and distribution channels

83% of WYSTC attendees hold top-level positions: Decision-makers from the world's leading and most respected organisations in youth, student and educational travel and the industries that support them, in addition to state, national, regional and non-governmental tourism organisations. When you make a connection at WYSTC, you are connecting with the right person - an experienced and trusted fellow professional.

WYSTC is the signature event of

