



IGNITE! At ETC's Annual Conference *Tuesday, February 4th, 2020* **Guidelines for Submission**

What is IGNITE?

The IGNITE! session is designed to expose conference delegates to the maximum amount of innovative program ideas and/or off-the-beaten-track sites or new attractions in a fast-paced visual odyssey. Each presenter will have exactly 3 minutes to share their most innovative ideas or cutting-edge program development concepts and/or off-the-beaten-track places or new attractions accompanied by powerful and well-selected images. This session is a perennial favorite and a wonderful opportunity to showcase your ideas in front of a large group of Planners/US Operators.

Who can participate?

Destinations, DMC's and foreign travel suppliers

Do you have an innovative idea or cutting-edge program to present at IGNITE 2020?

- 1) Mark "Yes" you are interested on your conference registration form.
- 2) Upload, **no later than October 15, 2019**, your presentation bullet points in entirety and exactly 12 high resolution color images that are clear, powerful and relevant to your proposed 3-minute presentation. **Be sure to include your name and destination in the uploaded files.** If your presentation is selected, these visuals will be incorporated into the IGNITE PowerPoint presentation and you will have 15 seconds to present each image. [Upload bullet points/images here.](#)
- 3) Make sure you can deliver your commentary within three minutes. The session moderator will cut commentaries at three minutes without exception.

Presentation acceptance will be based on the following:

- Is your idea/initiative new, innovative and relevant to this community?
- Are your visuals clear and striking?
- Are your presentation points clearly focused (These are spoken points, not bullet points written on the slides)
- Does your presentation avoid overt self or company promotion?
- Do the written points clearly relate to the photos?
- Does your commentary reflect a clear, actionable idea for program innovation or, does your commentary showcase an innovative sustainable tourism initiative?

Final selections will be made to ensure a good mix of geographic diversity in the session overall, outstanding visuals and presentation proposals that focus on specific innovative programming and destination ideas and/or sustainable tourism examples - devoid of sales pitches or corporate promotions.

This session is designed to ignite conversations and further innovation in product design and awareness of sustainable tourism. A compelling story and beautiful images are designed to showcase what you do best and why others should want to come talk to you. **IGNITE! is not a platform to showcase, promote, or market yourself and/or your company's products**

Thank you for participating in IGNITE 2020!

Sincerely yours,
The ETC Team