

# MEETING DOCUMENT

## Wadden Sea Board (WSB 30)

21 November 2019  
Wilhelmshaven, Germany



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### Agenda Item:

**Subject:** ITB: Introduction Steering Group + Concept for 2020

**Document No.:** WSB 30/5.10/5

**Date:** 30 October 19

**Submitted by:** ITB Steering Group

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After this year ITB evaluation (International Tourism Fair, Berlin) the TG-STs (Task Group Sustainable Tourism Strategy, now NG-ST Network Group Sustainable Tourism) decided to establish a steering group to oversee and help to keep the progress of the planning of ITB 2020 on track. The steering group is responsible for ensuring links between CWSS/TWSC and the regional partner needs. The following paper introduces the ITB steering group, its tasks and its proposal of an enhanced stand concept with new ideas to generate local buy-ins.

**Proposal:** The meeting is invited to note the document and discuss respectively endorse the first outline for the ITB participation 2020.

## **ITB: Introduction Steering Group + Concept for 2020**

### **Background**

The NG-ST members instructed CWSS to establish a steering group to oversee and help to keep the progress of the planning of ITB 2020 on track.

### **Purpose of the Steering Group was defined to support CWSS to carry out the following tasks:**

- Consider the overall aims of the Wadden Sea World Heritage in general and in specific of the Trilateral Cooperation and PROWAD LINK at ITB.
- Set a plan and monitor activities against the timetable outlined.
- Link the aims and objectives of our presentation at ITB in a wider context and with regional needs.

### **Main tasks of the Steering Group**

The steering group is responsible for ensuring links between CWSS/TWSC and the regional partner needs:

- Acting as a focal point for people in the different regions.
- Assisting in acquisition of partners (co-exhibitors).
- Providing a forum for discussion and debate.
- Helping to see more effective ways of getting things done.
- Motivating the respective partners to be involved throughout the planning and the implementation.
- Troubleshooting any conflicts raised.
- Maintaining the energy and enthusiasm to ensure that whatever needs to be done, will be accomplished.
- Setting up (regional) sub-groups to focus on particular themes that arise through the planning process.
- Identifying ways of involving partners and sme's (small and medium-scale enterprises) and gather the views and opinions of as many individuals, groups and organisations as possible.

### **Appointment of the following members of the ITB Steering Group, selected from the PROWAD LINK partners and TWSC:**

Jens Laurits Hansen – DK

Catharina Greve – D / LKN-SH

Anke Hofmeister (Mira Homann) – D/NLPV

Sjon de Haan – NL

Carolin Pupelis – Wadden Agenda

Jane Madvig Søndergaard - NAKUWA

Anja Domnick– TWSC/CWSS

## Outline structure & requirements

### Our objectives for next year:

In general: Stressing the ONE Wadden Sea <-> 3 countries perspective together with a strong commitment to UNESCO and sustainable tourism in protected areas/WH sites.

(1) within the trilateral WH communication:

- to strengthen people's appreciation and respect of the World Heritage
- to keep the public broadly informed about our World Heritage Site and of the activities taking place in Denmark, Germany and The Netherlands.

(2) PROWAD LINK project:

- Boosting visibility & credibility of local SMEs at ITB;
- Networking opportunity & platform for knowledge sharing for B2B/B2C-activities to create brand positioning within the industry

### Participation Possibilities / partner buy-in:

- Related experts and partners (presenting the TWSC + PROWAD LINK) in-kind
- Basic Co-Exhibitor (package like the last years, limited visibility) € 1.000,-
- Big Player  
(co-exhibitor package + prominent visibility + part of ITB steering group) € 1.000,- + cost coverage of set-up and activities in line with overall concept.

### Already confirmed partner buy-ins:

INTERREG A project Wadden Agenda (*big player*) – represented by Carolin Pupelis  
INTERREG A project NAKUWA (*big player*) – represented by Jane Madvig Søndergaard  
Tonder Marsk / DK (*basic Co-Exhibitor*)  
World Heritage Magazine - PFD Publications Ltd (*basic Co-Exhibitor*)  
Visit Wadden / NL (*big player*) – represented by NN

### Concept

- Concentrate on Trade Visitor Days, keep the ITB Weekend concept as it was before (invitation of local stakeholder to use booth for activities for the public).
- No presentation area at booths but instead use the PowWow (Adventure stage in the hall) for presentation
- Catering (event and on daily basis) by using sponsors (in-kind)
- Day themes for booth program
- Networking Event on Friday
- Use booth space to show the different regions and topics

### Set up:

- Partner areas (to ensure visibility and display of partner products)
- Meeting area (set-up for meetings and press talks)
- Joint program/activity area (to let visitor stop/spent time at our booth)
- Catering area

**Optional requirements (not covered by budget, need for sponsors and/or help of co-exhibitors)**

- Cross-sensory elements (Cross-sensory elements mean the special usage of for example water, light, music, sounds and smells.)
- Interactivity/ hands-on opportunities
- Information (analogue) → analogue information material (such as flyer, brochures, CDs, cards, poster, ...)
- Information (digital) → Digital media (such as touchscreens, online-terminals, smart-pads, social media engagement...) not for simple self-usage but to support us to transfer information and to offer added value for the visitors.
- Catering

**ITB Timeline (subject to changes):**

- Stand registration by 1 September 2019 (done)
- Registration of Co-Exhibitors by 2 December 2019
- Update exhibitor entry by 15 January 2020
- Register events for official approval by 31 January 2020

**Budget:**

The ITB participation (basic costs) will be financed via the Supplementary Budget 2020 and funds reserved in the PROWAD LINK project WP2.