

# D.DAY FOR TRAVEL SCHEDULE

- 8:00 **Registration, Coffee and Networking**
- 8:50 **Opening words**  
• Paavo Virkkunen • Pekka Sivonen
- 9:00 **Keynote - Travel Industry in Transition**  
• Anne Berner • Minister of Transport and Communication
- 9:15 **Reboot Session 1 - Travel Distribution Networks**  
• Inspirational talk 1: Nick Hall • Digital Tourism Think Tank  
• Inspirational talk 2: Hjalti Baldursson • Bokun  
• Discussion
- 9:45 **Reboot Session 2 - Seamless Customer Travel Experience**  
• Inspirational talk 1: Pekka Möttö • Kyyti Group Oy  
• Inspirational talk 2: Ashwin Rajan • Fabric Consulting  
• Discussion
- 10:15 **Coffee & Networking**
- 10:35 **Reboot Session 3 - Creating New Personalized Travel Experience**  
• Inspirational talk 1: Matti Lehto • Finavia  
• Inspirational talk 2: Maria Mroue • Messukeskus  
• Discussion
- 11:05 **Nokia Enablers for the Travel Ecosystem**  
• Thomas Casey • Nokia
- 11:15 **Contributions from Organizers**  
• VTT Building Ecosystems for Seamless Travel Experience - Lasse Nykänen • VTT  
• Travel Experience Is Created by Ecosystems - Antti Harjunpää • CGI
- 11:25 **Summary of the Morning Sessions**
- 11:30 **Lunch and Networking**
- 12:25 **Pitching Session**
- 13:00 **Break and Networking**
- 13:20 **Reboot Your Network - Themed Discussions about Opportunities**  
• Tourism Digital Ecosystem in Finland, case Lakeland  
• Individual travelers' visiting Arctic Europe - accessibility of Lapland  
• Seamless travel experience with single token from home to destination and back – opportunities within?  
• Developing Nature Travel with Digital tools  
• How to digitalize the event industry – what digital solutions bring the best added value to businesses  
• Innovative public procurement within corporate travel
- 14:00 **Break**
- 14:10 **Reboot Your Network - Themed Discussions about Opportunities**  
• Workshop sessions continue
- 14:50 **Break & Transition to the Main Seminar Hall**
- 15:00 **Introduction to Innovation Challenges**  
• Juhani Kivikangas • Ultrahack  
• Mikko Kuusisto • Junction
- 15:15 **Summary of the Workshops (Main Stage)**
- 15:50 **Next Steps**  
• Pekka Sivonen • Tekes
- 16:00 **Networking with Coffee and Snacks**

**#ddayfi #RebootFinland**



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**Reboot Finland Travel D.Day 10.10.2017**

# Travel Industry

**Coverage**

**Channels**

**Connectivity**

**Combinability**

**Convenience**

**CX**

**Communication**

**Credibility**

**Controllability**

**Content**

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