

### Promotional Material after the Event

On January 21, at the Student Campus, we had the privilege of hosting an insightful guest lecture by Mr. Bostjan Horjak, CEO of Liberty Adriatic DMC, part of the globally renowned Liberty International Tourism Group. The session titled "**Digital Platforms Used in Liberty International Tourism Group**" offered students an in-depth look into how technology is shaping modern tourism operations, particularly in a B2B context.

He began with an overview of Liberty International, highlighting the company's extensive reach and innovative practices. He introduced the **Global Sales Board (GSB)**, a dynamic platform that facilitates real-time collaboration. For instance, a colleague from Paris can instantly access updates on new bookings or itineraries. When discussing itinerary management, he introduced **Lemax**, a specialized platform for handling itineraries and also acknowledged the challenges of using such systems for incentive trips, given their complexity.

He also explained about **Quick Connect**, a powerful tool that streamlines client communication. The platform automates the delivery of emails and presentations during business trips and tracks client engagement. By analyzing metrics such as email and presentation open rates, it allows for more effective follow-ups and insight into client interest.

In terms of social media strategy, he candidly shared that the company prioritizes **LinkedIn** over other platforms. This choice aligns with Liberty International's B2B focus, targeting professionals and businesses rather than individual customers.

The lecture concluded with a lively Q&A session, where students explored practical aspects of implementing digital tools in tourism operations. This engaging session provided valuable insights into the intersection of technology and tourism, leaving students with a deeper understanding of the digital strategies driving innovation in the industry.



