



VERBAND SCHWEIZER TOURISMUSMANAGER  
ASSOCIATION SUISSE DES MANAGERS EN TOURISME  
ASSOCIAZIONE SVIZZERA DEI MANAGERS DEL TURISMO  
ASSOCIAZIUN SVIZRA DALS MANAGERS DAL TURISSEM

VSTM SOCIAL MEDIA WORKSHOP

## TRENDS, STRATEGY, BEST PRACTICES & CONTENT BOOSTING

1 SEPTEMBER 2020, HYPERION HOTEL BASEL, IN ENGLISH

**9:15 Coffee**

**9:30 Welcome & Introduction Round**  
*Melanie Gubser and Tiziano Pelli, VSTM*

**9:40 Trends, Thoughts & Assessments**  
*Dominic Stöcklin, Head of Social Media, Switzerland Tourism*

**10:00 Strategy & Planning**  
*Adrian Seitz, Team Lead Social Media, Zurich Tourism*  
Questions & discussion

**10:40 Best Practices – The Success Stories**  
*Valentine Berthet, Social Media Manager, Lausanne Tourism*  
*Philipp Tschumi, F&B Manager / Deputy Host, Villa Honegg*  
*Steffen Weber, Social Media Manager, Europa-Park*  
Questions & discussion

**11:50 Tips & Tricks for Boosting Content on Different Platforms**  
*David Cappellini, Founder & Owner, Monami Ltd*  
*Tim Schärer, Project Manager, Monami Ltd*  
Questions & answers

**12:30 Lunch & Exchange**

