




SKÅL

INTERNATIONAL
Connecting Tourism Globally

**UNWTO & SKÅL
INTERNATIONAL
PoW 2021**





Skål International is a professional organisation of Tourism leaders around the world, promoting global Tourism and friendship.

It is the only international group uniting all branches of the Travel and Tourism industry.

Founded in 1934, today Skål International has a professional network of almost 14,000 members in more than 340 clubs in over 100 countries.



SKÅL INTERNATIONAL WEBINAR SERIES



Webinars have become a necessary tool for all organisations and now even more.

During the year 2020, Skål International has carried out a series of webinars that have been successfully distributed worldwide.

With this gained experience, we want to add UNWTO to this project and reinforce our strategic alliance, offering the sector a real channel for training and information.

Each webinar session will be agreed between UNWTO and Skål International, in accordance with the strategic priorities of both organisations.

We will be inviting top level personalities, to be defined by mutual agreement, as well as the members of the panels and the invited speakers.



ZOOM WEBINARS

Maximum capacity of 500 participants

Sessions of 60 minutes maximum

Technical aspects covered by Skål International

Simultaneous translation in English-Spanish or Spanish-English



WEBINAR PROMOTION



An **online promotional campaign** will be carried out before and after each webinar.



Sessions recorded and shared through our monthly Skål International eNewsletters, eMagazines, website and social media worldwide. A way of promoting UNWTO and its affiliate members at the global level.



All this material will be shared with the UNWTO for them to make use of this material for their publications.

JOIN US ON THIS PROJECT

