



ITB

COMMUNITY
IN ASIA

Updated August 2020

MEMBER GUIDEBOOK

An user guide for members
of ITB Community

BROUGHT TO YOU BY

Messe Berlin (Singapore)



ITB Community provides a professional space where you can share everything happening in travel, spark connections, learn from your peers and ultimately be part of the collective efforts to create a stronger industry.

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WHY JOIN ITB COMMUNITY



NETWORK **with industry professionals**

ITB Community is a global community, welcoming professionals from every sector of the travel industry including MICE, Corporate Travel, Leisure, Travel Technology and beyond. This is where we foster B2B relationships and seek a deeper understanding of the industry developments.

ATTEND **online events**

Gain new ideas and best practices from the biggest names and brands in travel through our online conference sessions. You can watch the sessions live or on-demand in your own time.

LEARN & SHARE **industry insights**

Be informed and inspired on the most important updates, outlooks for the industry and strategies for development on ITB Community Insights. You can also join as an author to share your own views and knowledge.

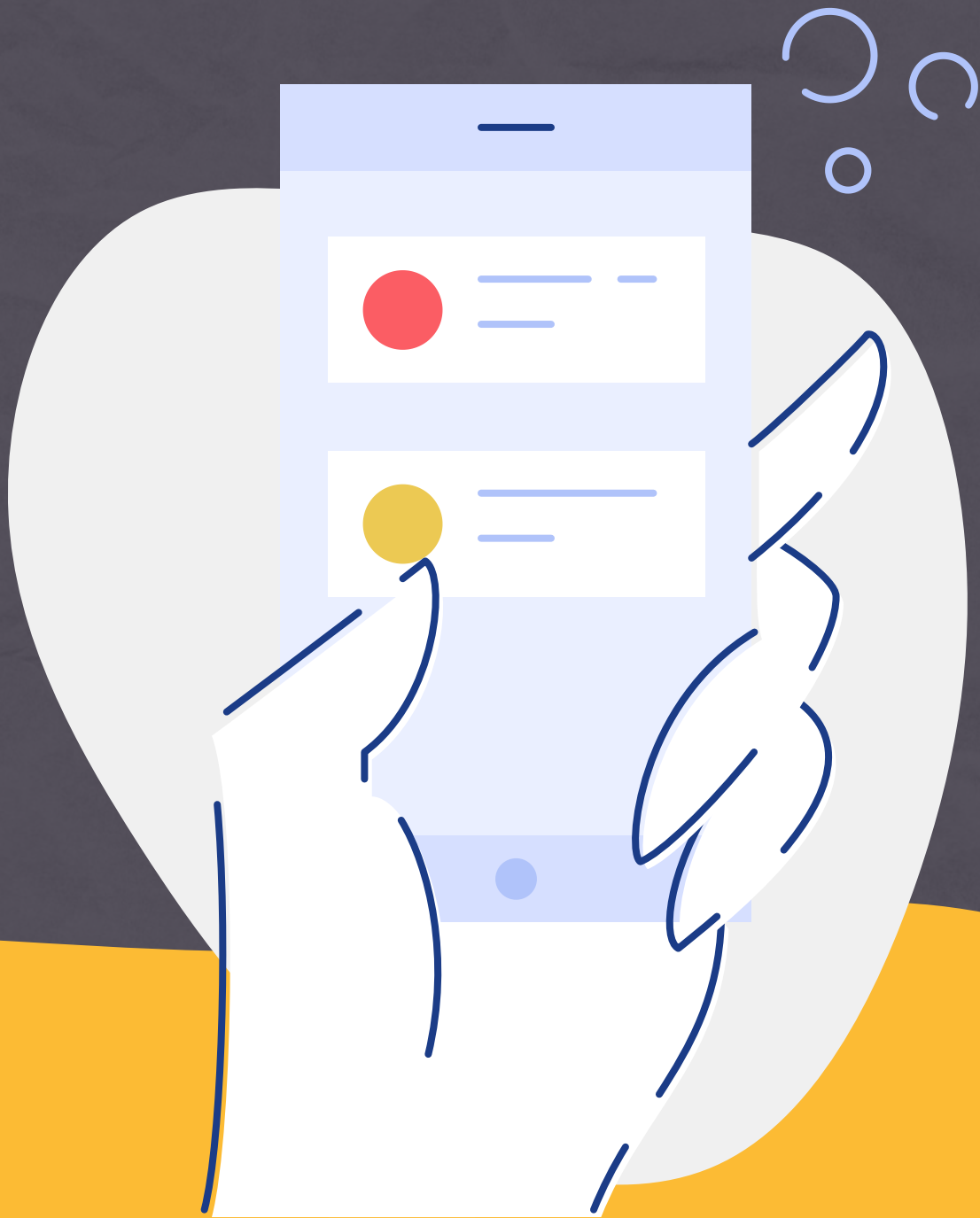
JOIN **like-minded professionals in Groups**

Build a powerful network by joining groups on ITB Community. From air travel, hotels, tours & activities to business travel and beyond, join groups to connect with those who matter to your business.

DISCUSS **trending topics in Forums**

Participate in our forums to exchange ideas on the new possibilities of travel. This is where you can initiate discussions to get advice, tips and recommendations from aspired industry professionals across the globe.

REGISTER FOR A **MEMBER ACCOUNT**



1.

Go to www.itb-community.com

2.

Click the orange button “Become a Member”

3.

Register with your work email

4.

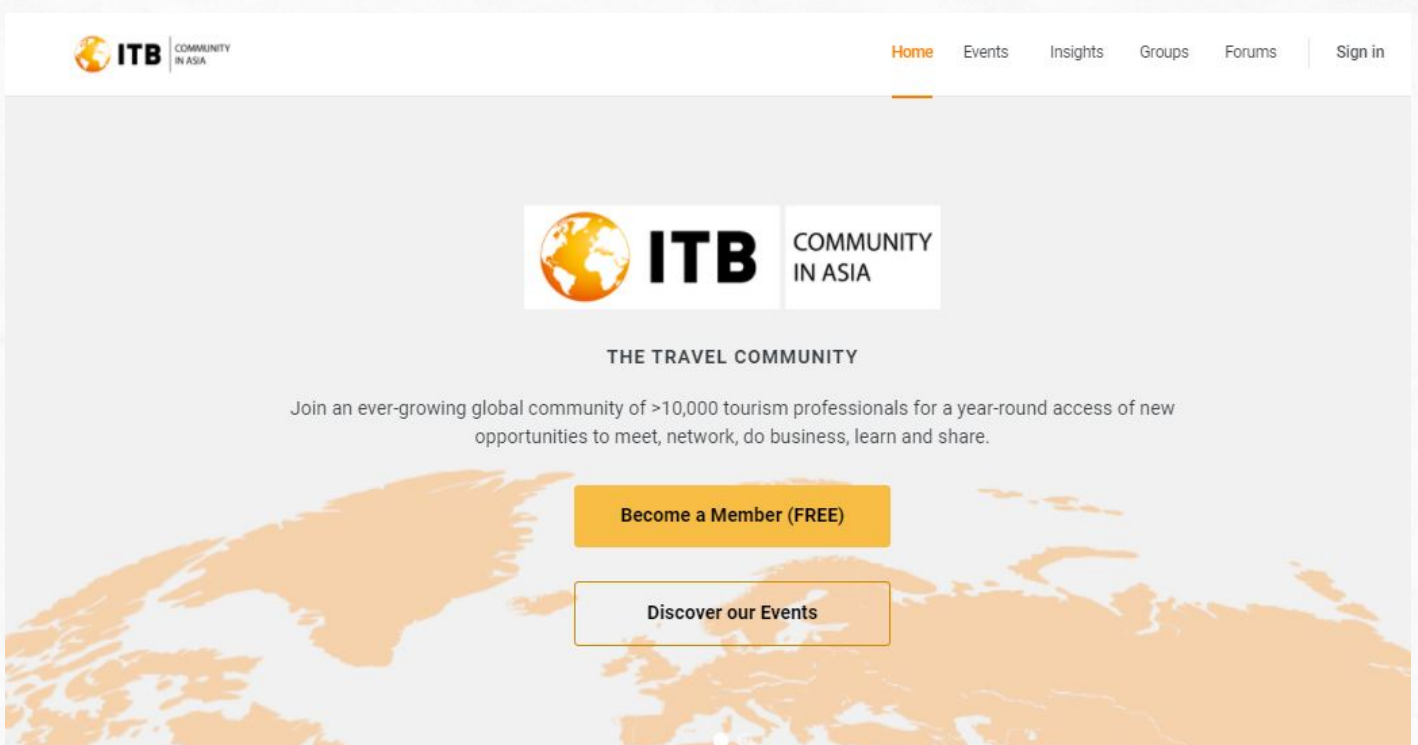
Retrieve the OTP sent to your registered email

5.

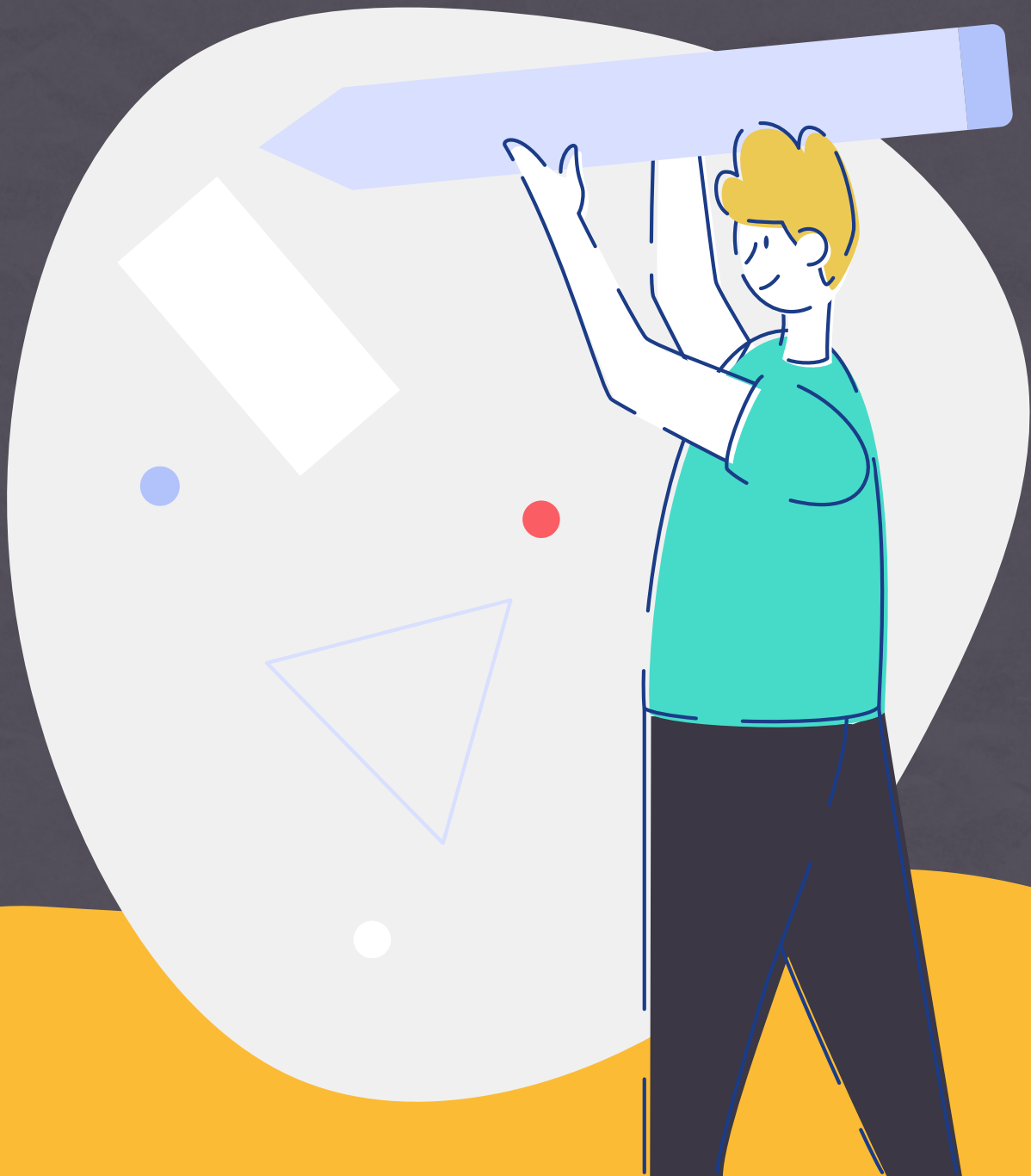
Check ITB Community Guidelines

6.

Update your profile

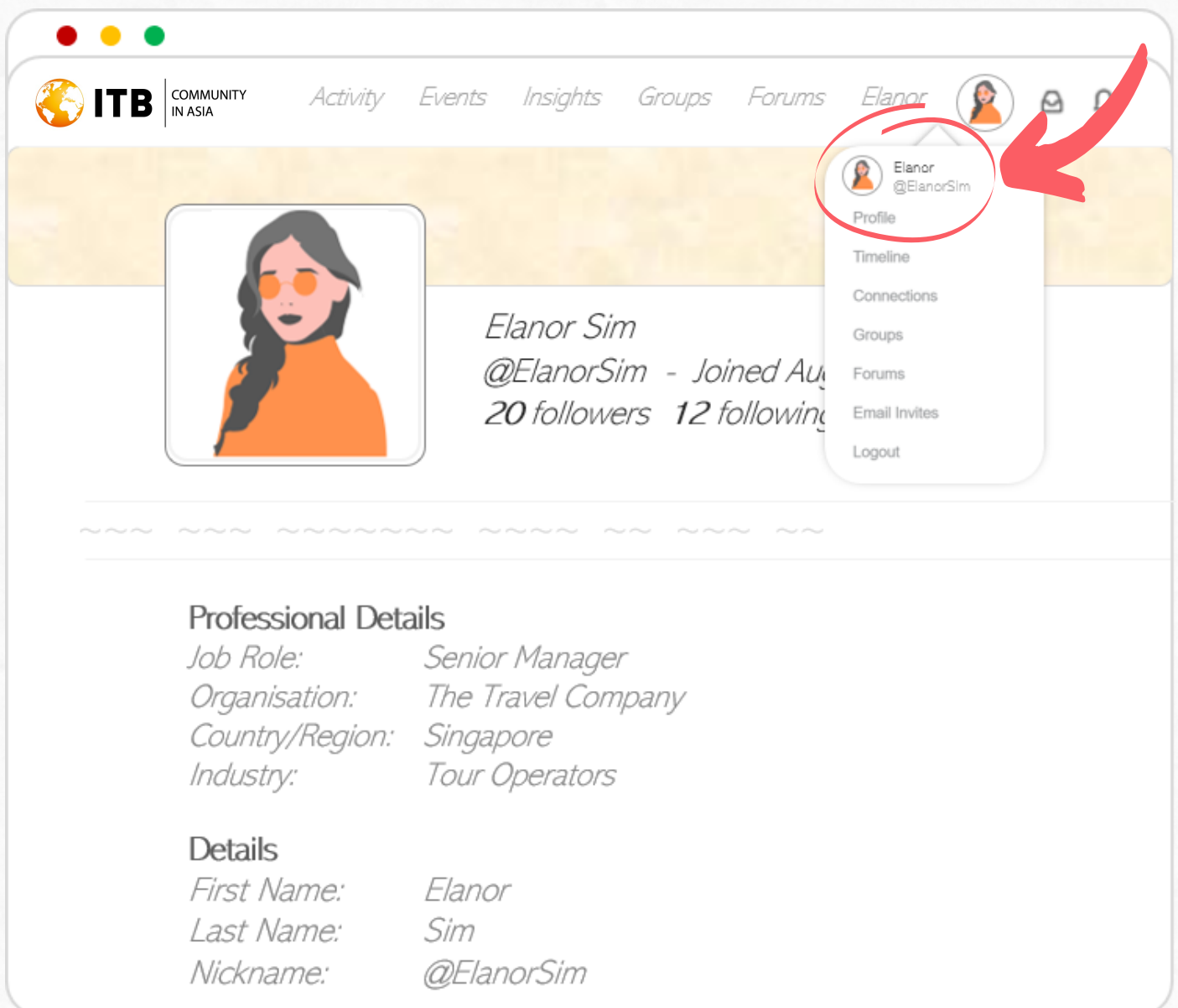


UPDATE & BUILD **YOUR PROFILE**



FILL IN DETAILS

Your profile reflects your own personal brand. So don't leave it empty. Update it with your particulars, profile picture and cover photo.



ITB COMMUNITY IN ASIA

Activity Events Insights Groups Forums Elanor

Elanor Sim
@ElanorSim - Joined Aug 2018
20 followers 12 following

Profile
Timeline
Connections
Groups
Forums
Email Invites
Logout

Professional Details

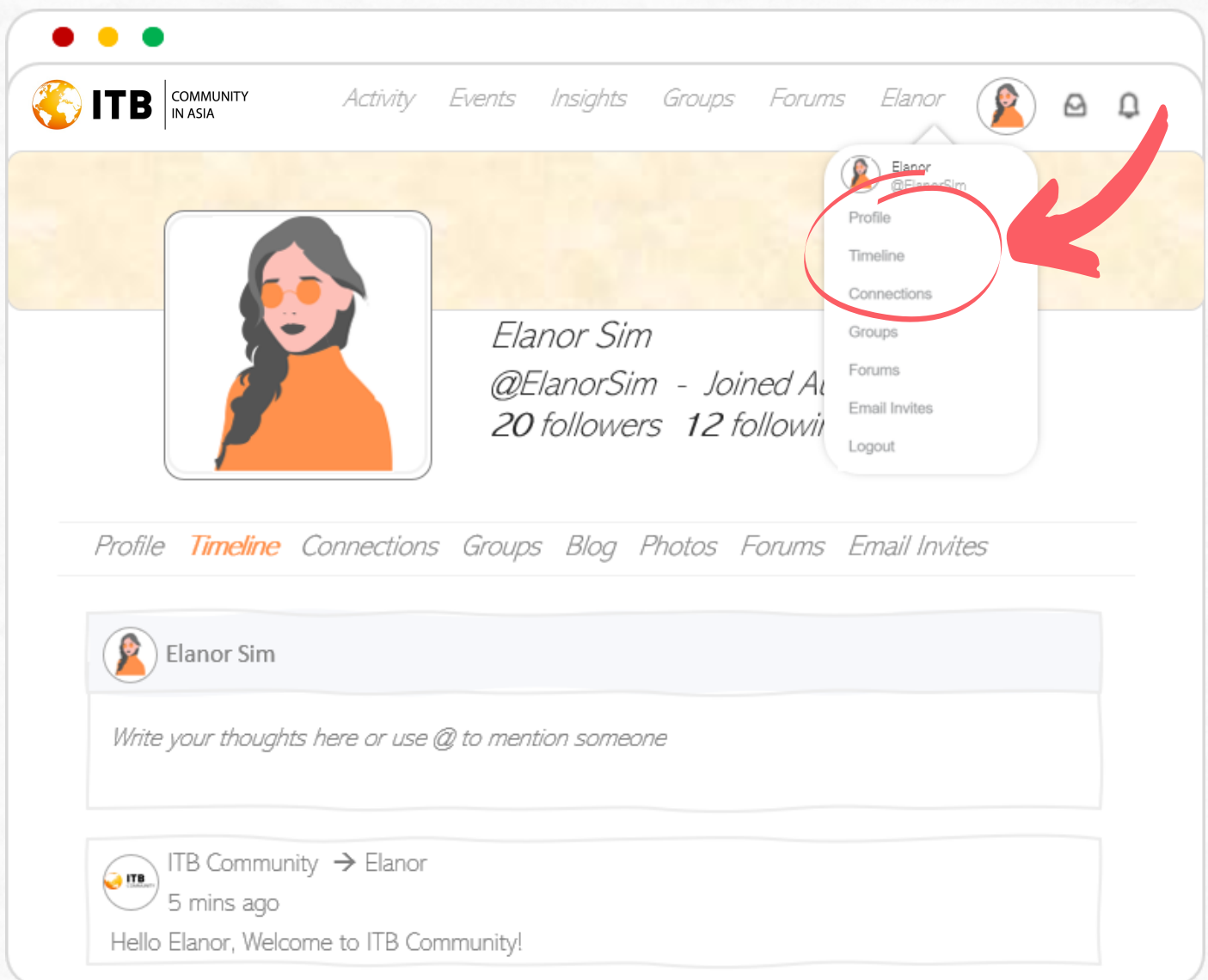
Job Role:	Senior Manager
Organisation:	The Travel Company
Country/Region:	Singapore
Industry:	Tour Operators

Details

First Name:	Elanor
Last Name:	Sim
Nickname:	@ElanorSim

UPDATE YOUR TIMELINE

What's on your mind today? Share your thoughts and ideas with other members using the share box on your timeline.



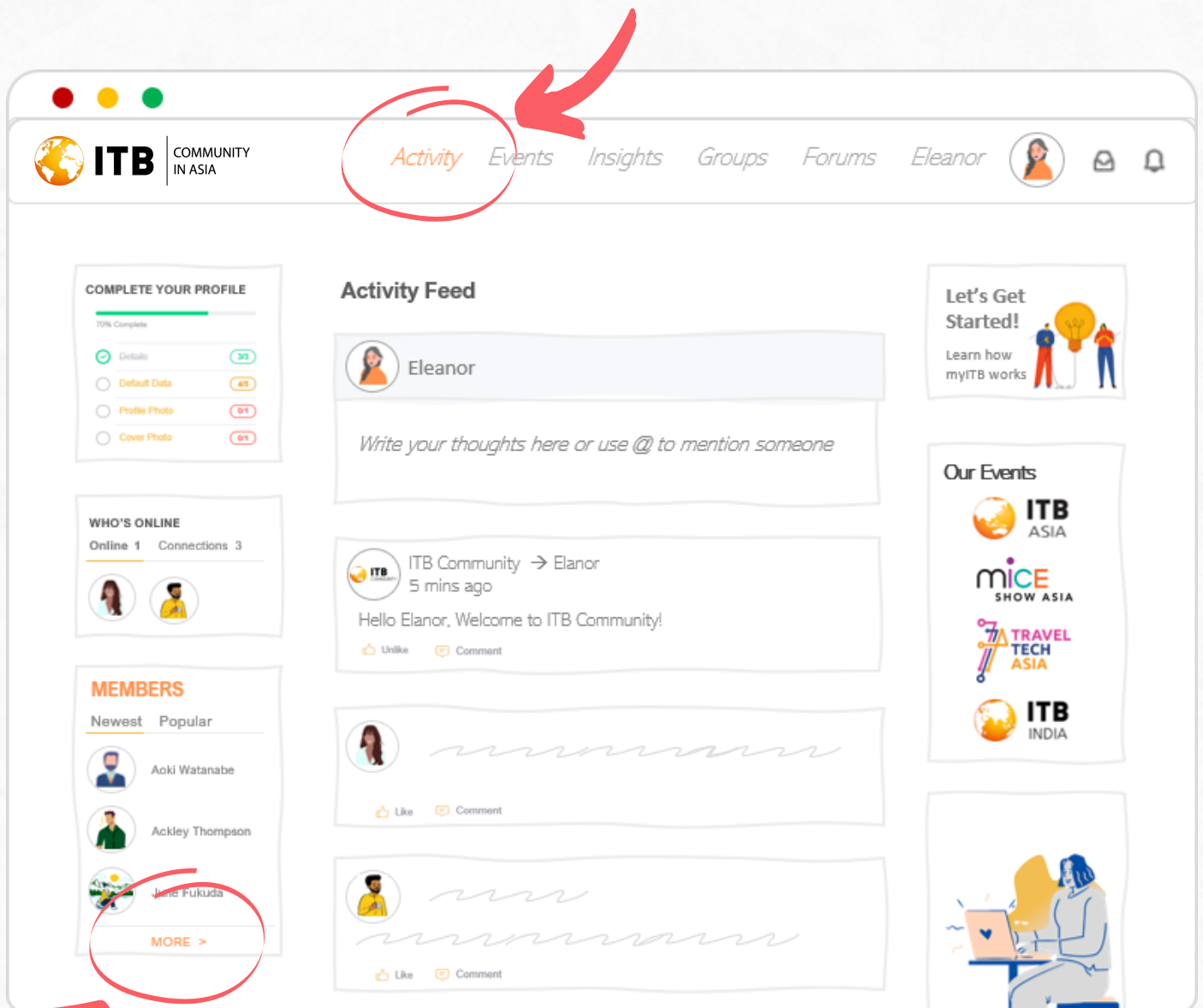
START CONNECTING



SEARCH

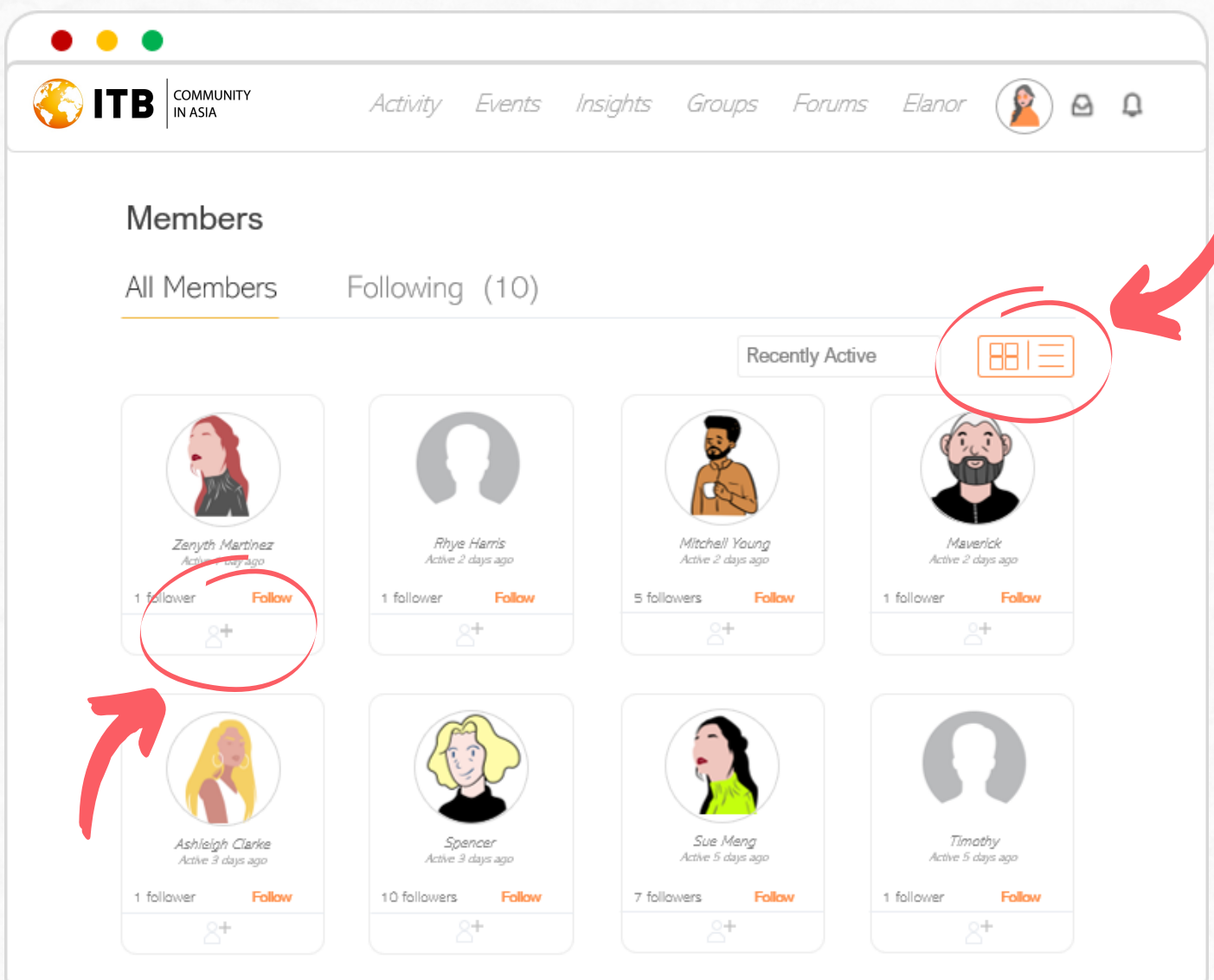
MEMBERS

To search other members, click **Activity** → **More**.



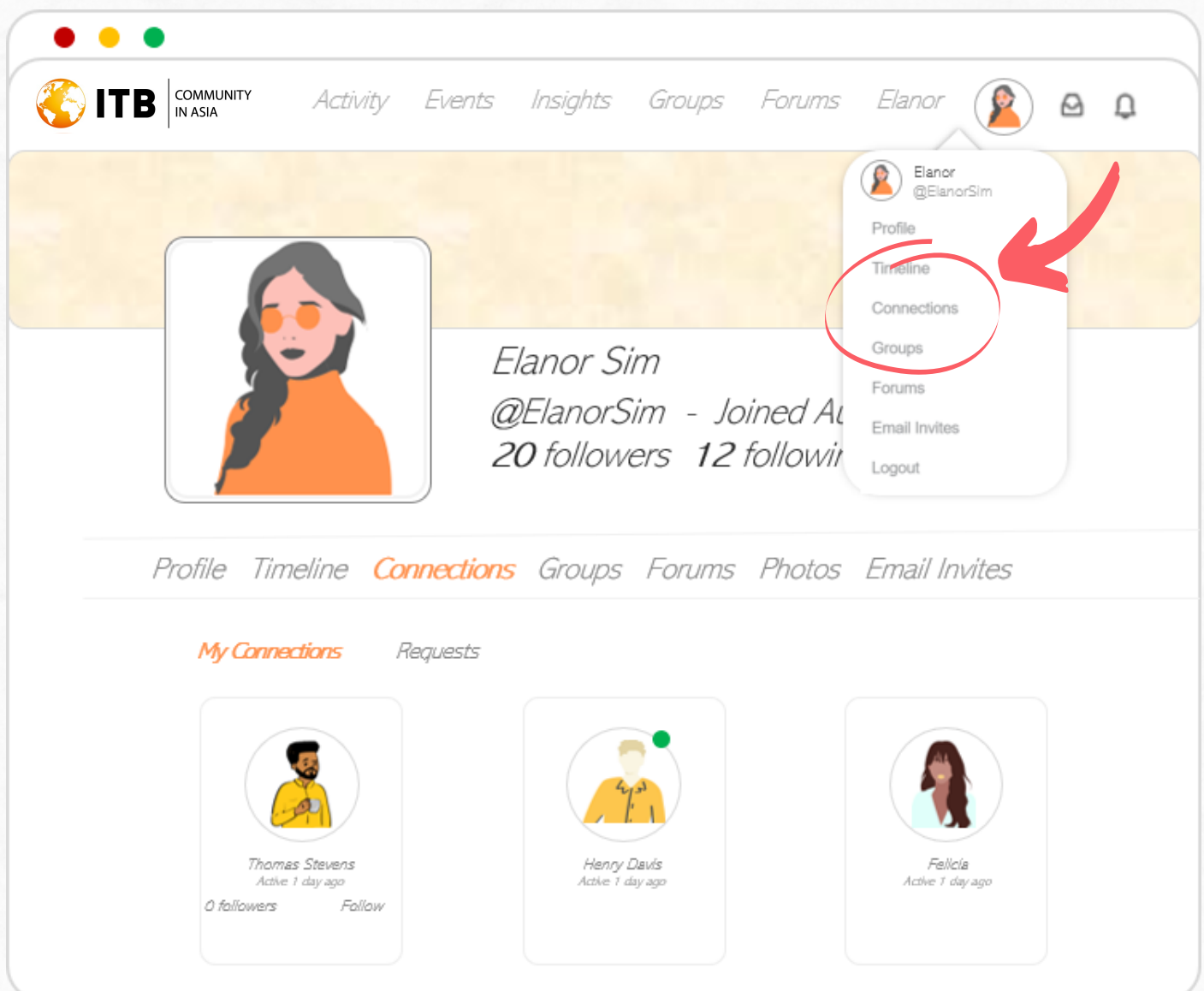
CONNECT WITH MEMBERS

- To view the member profiles, click on the names.
- To connect with a member, click on the icon at the bottom.
- You can also select your preferred option to view the profiles (Grid or List), outlined in Orange.



VIEW YOUR CONNECTIONS

- To view your list of connections, go to Your Profile and click Connections.
- If you are looking for connections in specific industry sectors, explore “Groups” (see page 19).



SIGN UP FOR **EVENTS**



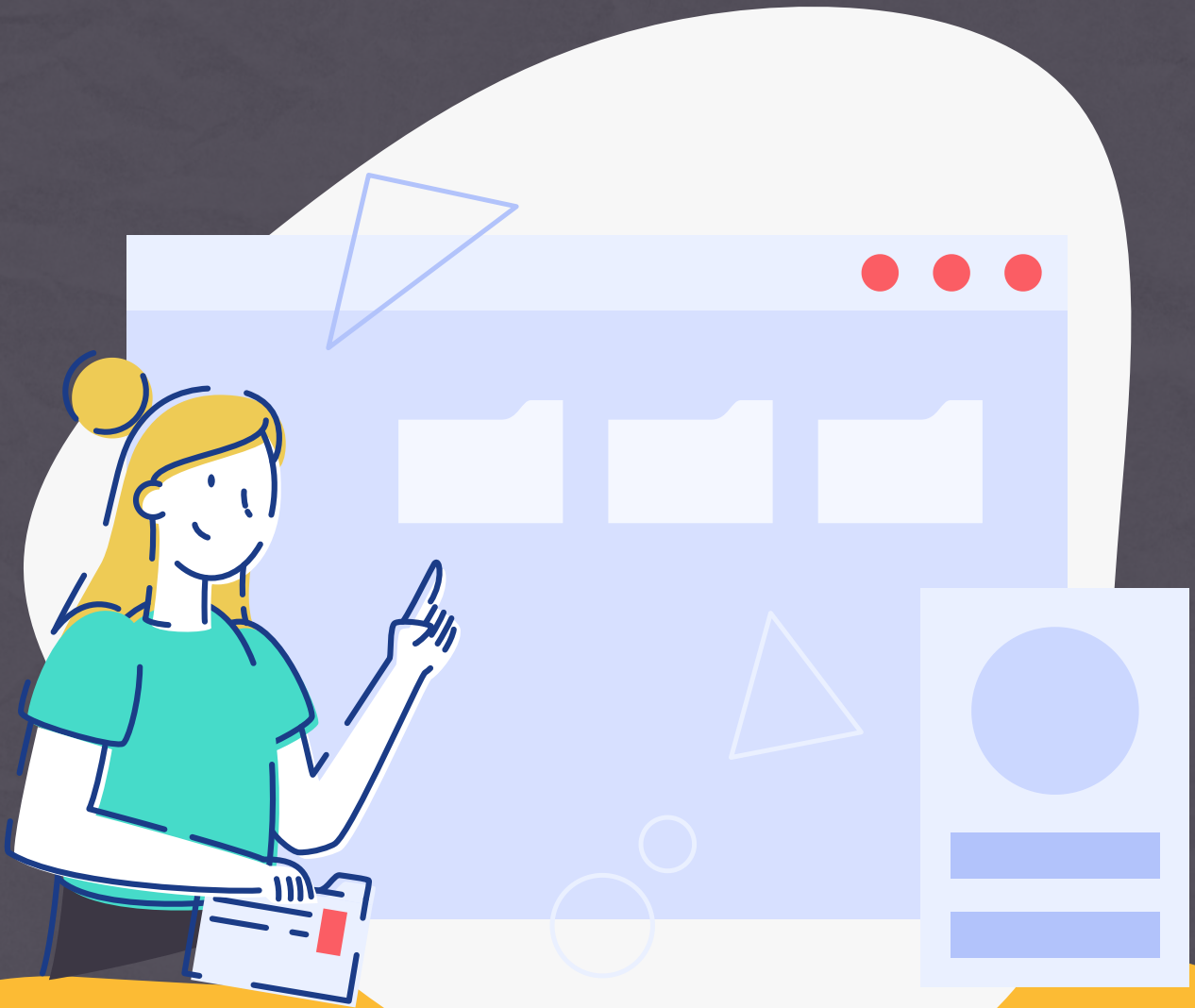
Go to “Events” on the homepage and register for your preferred shows.

With new events constantly added to the ITB Asia’s brand, we offer leaders and professionals worldwide the most comprehensive B2B event series in travel. Our events are designed to be onsite, online, all year round.

The screenshot displays the ITB Asia website homepage. The top navigation bar includes links for Activity, Events, Insights, Groups, Forums, and Elanor. The Events link is circled in red, with a red arrow pointing to it. Below the navigation bar is a large yellow banner. The main content area is titled "Event Listing" and features four event cards. The first card, ITB ASIA, is highlighted with a red circle around its "Register" button and a red arrow pointing to it. The other three cards are MICE SHOW ASIA, TRAVEL TECH ASIA, and ITB INDIA, each with a "Register" button.

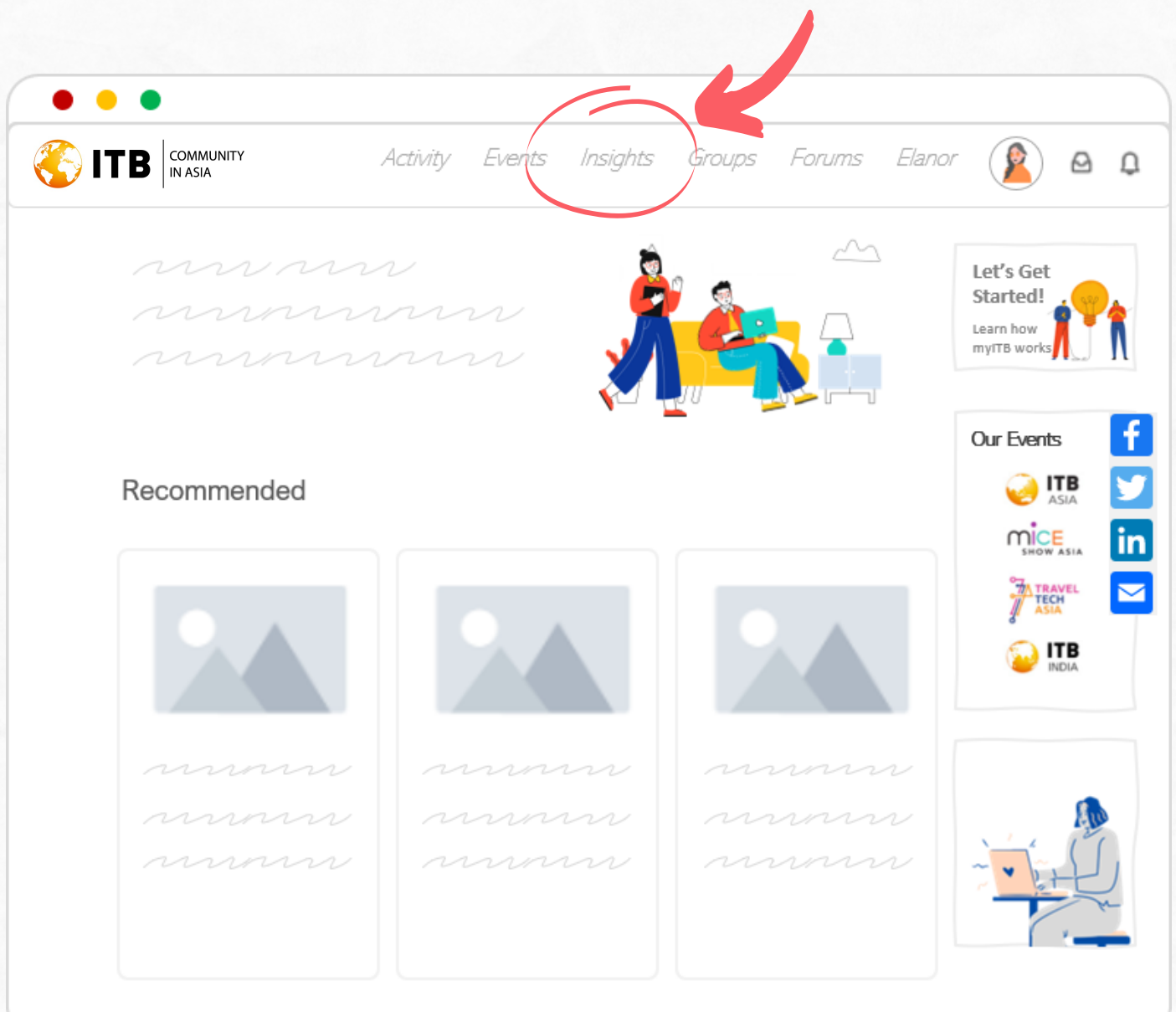
Event	Dates	Description	Register
ITB ASIA	OCT 2020	October 21-23, 2020 ITB Asia 2020 Virtual Asia's Leading Travel Trade Show Designed to be the primary event for the Asia Pacific travel industry, ITB Asia is the premier meeting place for the travel trade industry.	Register
MICE SHOW ASIA	OCT 2020	October 21-23, 2020 MICE Show Asia 2020 Virtual Your Platform for Asia's MICE Industry Co-located with ITB Asia, MICE Show Asia is where the incentive travel, meetings and events industries come together to connect and build the future of MICE.	Register
TRAVEL TECH ASIA	OCT 2020	October 21-23, 2020 Travel Tech Asia 2020 Virtual The Premier Travel Travel Tech Show in Asia Co-located with ITB Asia, Travel Tech Asia is where latest technologies, emerging trends, leading travel brands and innovative startups create new possibilities of travel.	Register
ITB INDIA	APR 2021	April 7-9, 2021 ITB India 2021 Gateway to the Indian Travel Market ITB India brings together key travel industry leaders and international exhibitors from various segments of MICE, Leisure, Corporate Travel and Travel Technology.	Register

LEARN & SHARE **INSIGHTS**



Go to “Insights” on the homepage to learn from your peers’ sharing and submit your own content.

ITB Community Insights is where travel industry players - anyone, anywhere, anytime - learn new knowledge and share new ideas to the global community.

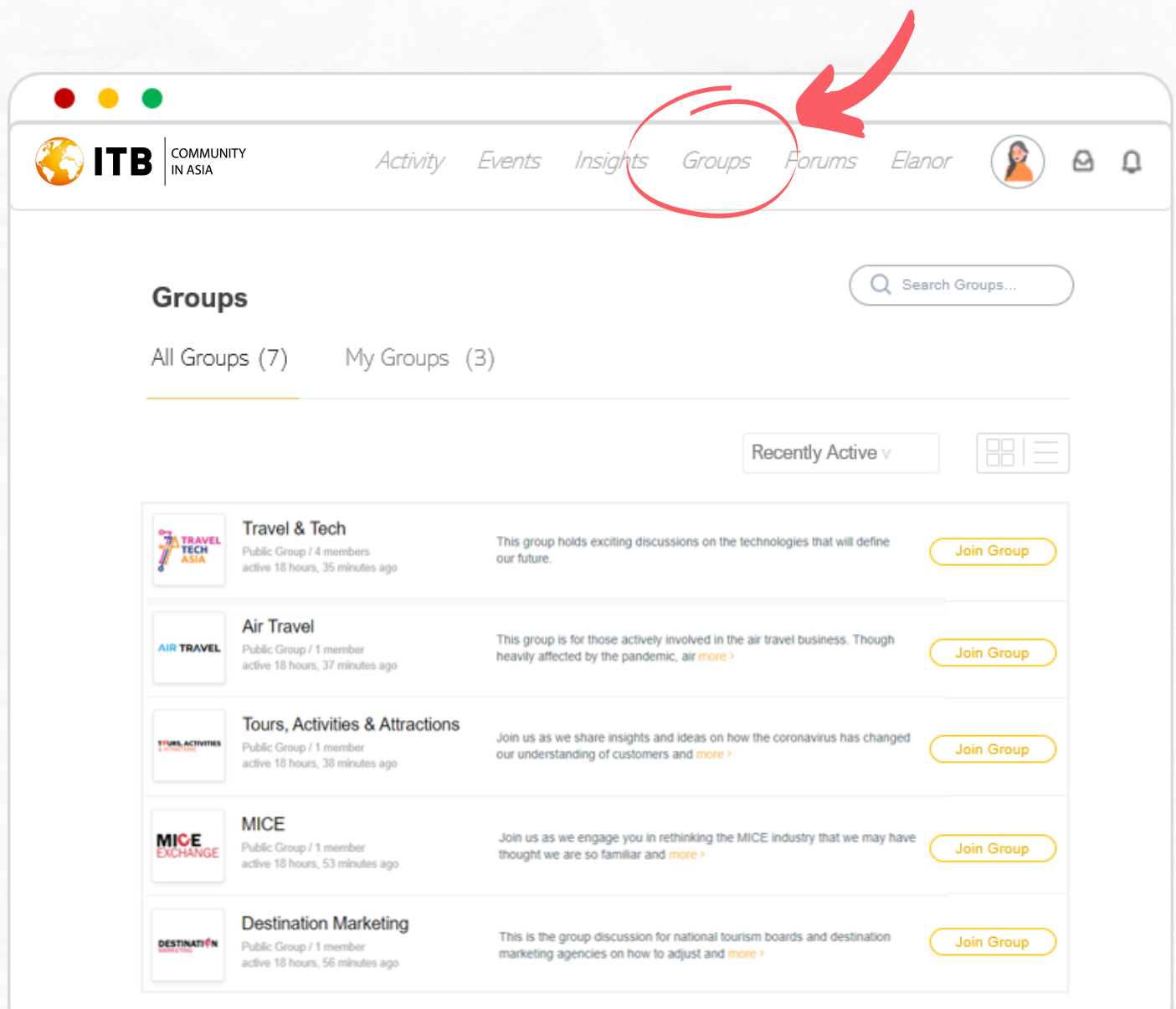


JOIN GROUPS



Go to “Groups” on the homepage to find the industry fellows who share with you the same interests.

“Groups” is a great place for you to connect with professionals in specific industry sectors, talk to those who understand your business, or even hire people for open positions.

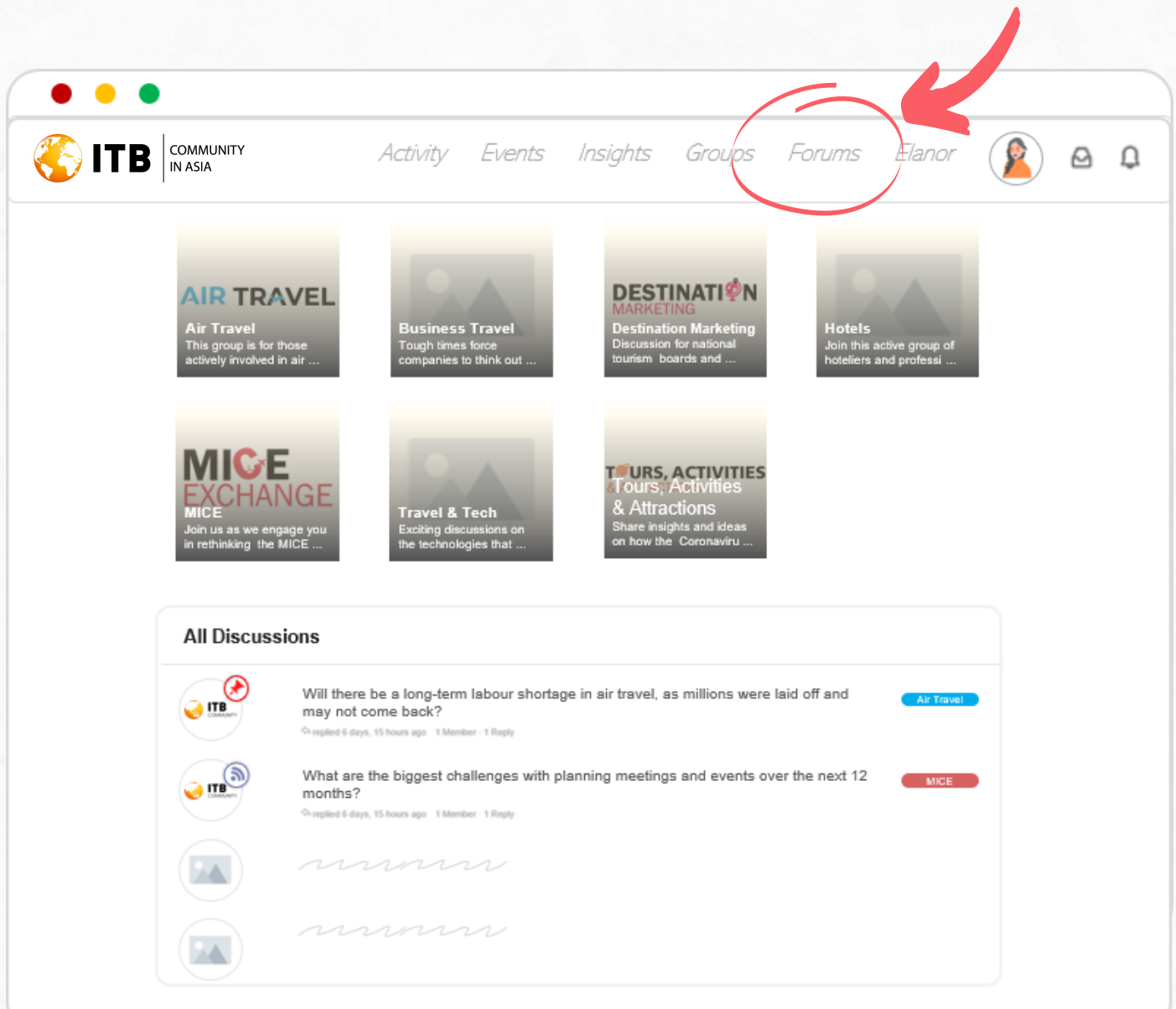


PARTICIPATE IN **FORUMS**



Go to “Forums” on the homepage to engage in the discussions that interest you.

You can also create fresh discussion topics to find answers to your burning questions, exchange ideas and get advice from industry peers.



Click the “Reply” button to respond to a sharing. Emojis are welcomed too!

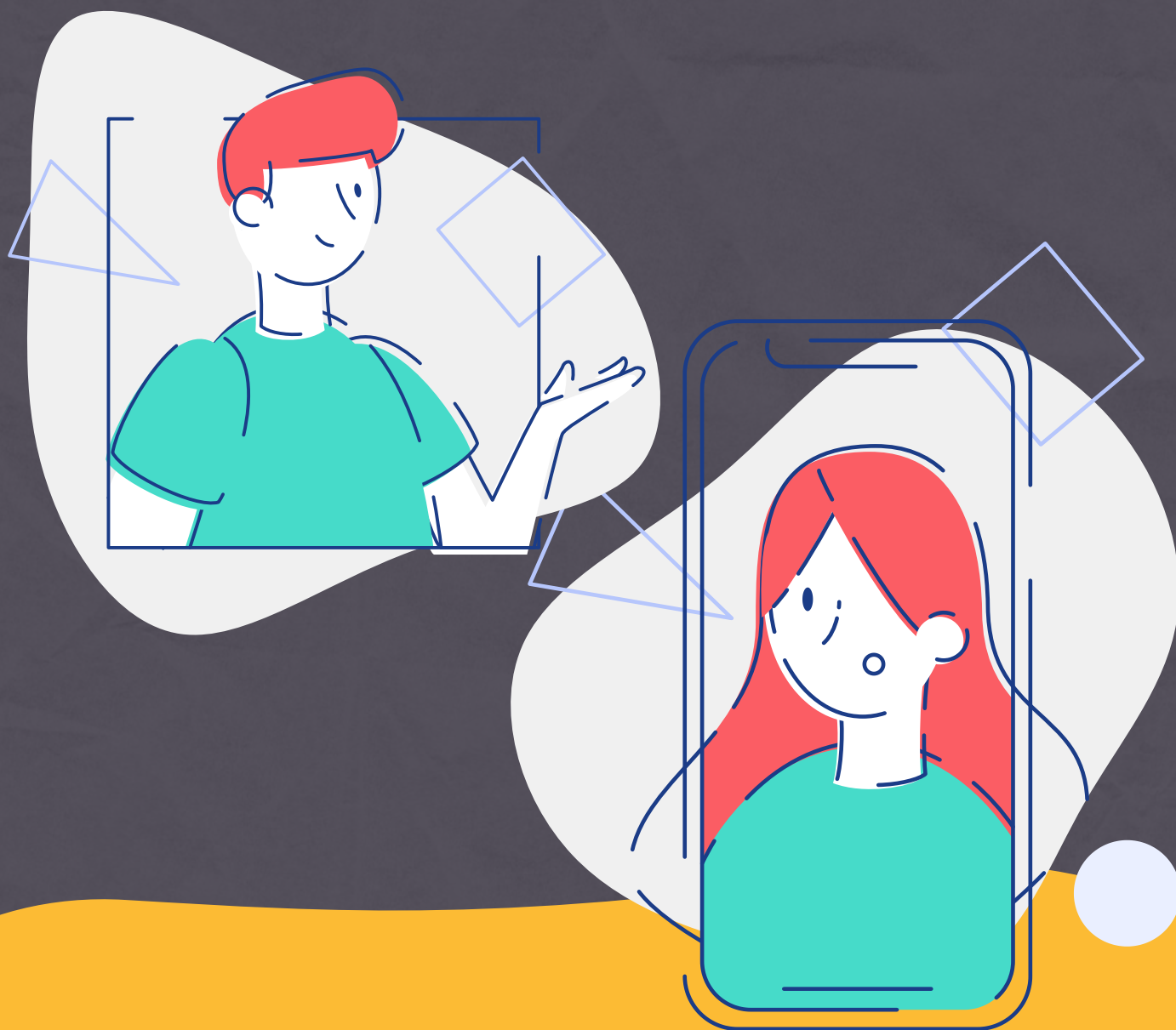
Click “Subscribe” to receive notifications of new posts in the discussion thread.



Click the star icon to “favorite” a discussion thread. This will enable easy access to the feed via “Your Profile → Forums”.

The screenshot displays the ITB Community in Asia forum interface. At the top, there's a navigation bar with links for Activity, Events, Insights, Groups, Forums, and a user profile for Elanor. The main content area shows a discussion thread titled "Will there be a long-term labour shortage in air travel, as millions were laid off and may not come back?". The thread is updated 6 days, 15 hours ago, with 1 member and 1 post. A red arrow points to the star icon next to the thread title, indicating the 'favorite' button. Another red arrow points to the 'Reply' and 'Subscribe' buttons, which are circled in red. Below the thread title, there's a post by Spencer, a member, dated 3 August 2020 at 1:08pm. The post content is "Well, I think that .." followed by a wavy line. At the bottom, there's a reply form with fields for "Reply to: Spencer", "Type your reply here", "Aa" (text formatting), "Type one or more tag, comma separated", and a checkbox for "Notify me of replies via email". The form also includes "Cancel" and "Post" buttons.

INVITE FRIENDS



As a global community for industry professionals in travel, ITB Community is a helpful platform for you and your industry friends to establish new connections, position yourselves in the industry through knowledge sharing, and ultimately get ready for future opportunities.

Thus if you see your industry friends haven't joined us yet, send them an invite or share ITB Community onto social platforms via the widgets on the website.

The screenshot displays the ITB Community website interface. At the top, the navigation bar includes the ITB logo, the text 'COMMUNITY IN ASIA', and links for Activity, Events, Insights, Groups, Forums, and a user profile for Elanor. A dropdown menu for Elanor is open, showing options: Profile, Timeline, Connections, Groups, Forums, Email Invites (highlighted with a red circle and arrow), and Logout. Below the profile picture, the user's name 'Elanor Sim' and handle '@ElanorSim' are shown, along with 'Joined August 2020', '20 followers', and '12 following'. A 'Send Invites' button is visible next to the profile. The main content area shows the 'Send Invites' form, which includes fields for 'Recipient Name' and 'Recipient Email', a 'Send Invites' button, and a text area for customizing the invitation email. The text area contains the message: 'You have been invited by ITB Community to join the ITB Community community.'

GUIDELINES

DO's & DON'Ts



BE NICE

ITB Community is where industry professionals network, share and learn from each other. Like any other public community, we have a few ground rules about expected behaviours to keep the platform safe and friendly for everyone.

Violations of the Community Guidelines, [Data Privacy](#), or [Terms of Use](#) can result in members being removed from the platform.

The rule of thumb is: Be nice.

When joining and interacting with a community, be friendly, approachable, and generally a nice person. Be someone that other people want to interact with. To help make it more explicit, please see the next pages for a few Do's and Don'ts.

DO'S



Be professional



Respect each other's backgrounds and opinions



Keep an open mind to thoughts and ideas that are different from yours



Be constructive when sharing your views, giving feedbacks or engaging in debates



Cite the source of the information when needed



Take an initiative to diffuse tensions and stop negative threads as early as possible



Maintain basic etiquettes for online interactions

DON'TS



Don't make personal attacks or engage in hate speech



Don't vent or rant unconstructively



Don't infringe copyright or commit plagiarism



Don't be spammy by promoting your company or personal projects which are off topic.



Don't promote other travel trade competitive events and/or its related activities that are in conflict with ITB Asia, ITB Community and other events organised by Messe Berlin Singapore

NEED HELP ?

CONTACT US

info@itb-community.com

