

international CONNECTOR



InternationalConnector.com
@IntlConnector
@MartiGrimminck

Today, markets can turn on a tweet

due to a generation leveraging technology and readily adopting new business models.



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YOUTH GENERATIONS



- Digital native
- Socially conscious
- Globally connected
- Access, not ownership
- On-demand, instant

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GENERATION Z

The pace of
change will
only increase



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I KNOW WHAT I'M
TALKING ABOUT. I
HAVE THIRTY YEARS
IN THIS INDUSTRY!

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Dilbert.com DilbertCartoonist@gmail.com

HOW DOES THAT HELP
YOU UNDERSTAND
TECHNOLOGY THAT IS
SIX MONTHS OLD IN A
YOUTH-ORIENTED
CULTURE?



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PLEASE DON'T
HIT ME WITH
YOUR MODEM.

GRRR...

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Teach&Travel
The Official Publication of SYTA

 **SYTA**
The Voice of Student & Youth Travel®

 **syta**
youth foundation
Travel Changes Young Lives for Good

TRAVEL INDUSTRY

“Travel changes you in a way that is difficult to train or learn otherwise.”
- GenZ Catalyst



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ENGAGING YOUTH

Working directly with emerging generations to solve business problems today.



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TIPS FOR YOUR COMPANY

#1 Agile response

#2 Regularly speak
directly to youth

#3 Utilize technology
platforms out there



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Tweet, Snapchat, Friend us - we're easy to find

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