



DRAFT WORKING PROGRAMME

2nd Meeting of the OIC/COMCEC Private Sector Tourism Forum

*“Effective Marketing Strategies for Promoting Tourism Destinations
in the COMCEC Region”*

(16-17 December 2013, Point Hotel Taksim, İstanbul, Turkey)

16 December 2013 (Monday)

- 09:30-10:00 Opening Session
- Welcoming address
- 10:00-10:45 *First Working Session: Global/Regional Trends in Destination
Marketing Strategies: Policies, Strategies and Tools*
- Key Note Speaker(s)
 - Country Presentations
 - General Discussion
- 10:45-11.00 Coffee Break
- 11:00-12:00 General Discussions
- 12:00-14:00 Lunch
- 14:00-15:30 *Second Working Session: Challenges and Prospects in Destination
Marketing in the COMCEC Region*
- Key Note Speaker(s)
 - Country Presentations
 - General Discussion

- 15:30-15:45 Coffee Break
- 15:45-17:00 *Third Working Session: Utilizing the Social Media and Other Communication Instruments for Sharing Marketing Messages*
- Key Note Speaker(s)
 - Country Presentations
 - General Discussion
- 17:00- 18:00 Wrap-up

17 December 2013 (Tuesday)

- 10:00-12:00 B2B Meetings
- 13:00-18:00 Social Event:
Visiting Historical Places and Museums of Istanbul
Topkapı Palace, The Hagia Sophia, the Basilica Cistern, Museums