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
Topkapi Palace, The Hagia Sophia, the Basilica Cistern, Museums