



**12<sup>th</sup> MEETING OF THE COMCEC TOURISM WORKING GROUP**  
**(September 13<sup>th</sup>, 2018, Crowne Plaza Hotel, Ankara)**

***“Destination Marketing Strategies in the Islamic Countries”***

**PROGRAMME**

08.30-09.00 **Registration**

09.00-09.05 **Recitation from the Holy Quran**

09.05-09.15 **Opening Remarks**

**The COMCEC Tourism Outlook**

09.15-09.35 - *Presentation: Assoc. Prof. Gürel ÇETİN*  
*Consultant*  
*COMCEC Coordination Office (CCO)*

09.35-09.45 - *Discussion*

**Destination Marketing Strategies: Global Trends and Success Factors**

09.45-10.15 - *Presentation: Mr. Clive Nicolaou*  
*Managing Director*  
*Servsci Ltd*

10.15-10.45 - *Discussion*

10.45-11.00 *Coffee Break*

**Destination Marketing Strategies: Selected Case Studies, Main Challenges, Recommendations and Prospects**

11.00-11.40 - *Presentation: Prof. Levent Altınay*  
*Servsci Ltd*

11.40-12.20 - *Discussion*

12.20-14.00 *Lunch*

## **Policy Options for Destination Development Marketing Strategies in the Member Countries**

There will be a moderation session under this agenda item. The participants are expected to discuss the the policy options/advices on destination marketing strategies in the OIC Member Countries. At the beginning of the session, the CCO will make a short presentation on the responses of the Member Countries to the policy questions and the Room Document.

- 14.00-14.10 - Presentation: *“Responses of the Member Countries to the Policy Questions on destination marketing strategies”*  
*Mr. Selçuk KOÇ*  
*Director*  
*COMCEC Coordination Office (CCO)*
- 14.10-15.30 - *Discussion*

## **Utilizing the COMCEC Project Funding**

- 15.30-16.00 - *Presentation: Mr. Burak KARAGÖL*  
*Director*  
*COMCEC Coordination Office (CCO)*
- 16.00-16.15 - *Discussion*
- 16.15-16.30 *Coffee Break*

## **Success Stories of the Member States**

- 16.30-17.30 - *Presentation(s)*
- *Discussion*

## **International Institutions’/Private Sector’s Experiences**

- 17.30-17.45 - *Presentation: “İstanbul 2010 European Capital of Culture Programme: Culture As a Tool for Destination Marketing”*  
*Ms. Özgül ÖZKAN YAVUZ*  
*Secretary General*  
*İstanbul Development Agency*
- 17.45-18.00 - *Presentation: “Destination Marketing Experience of ICVB”*  
*Ms. Ferah Fatma KOCADON*  
*Conventions Expert*  
*Istanbul Convention and Visitor Bureau (ICVB)*
- 18.00-18.15 - *Discussion*
- 18.15-18.25 *Closing Remarks and Family Photo*

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