



## **AGENDA**

### **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)**

1. Opening Remarks
2. Global / Regional Trends in Destination Marketing Strategies
3. Challenges and Prospects in Destination Marketing in the COMCEC Region
4. Utilizing the Social Media and Other Communication Instruments for Sharing Marketing Messages
5. Wrap-up

#### **17 December 2013 (Tuesday)**

1. B2B Meetings
2. Social Event