



Republic of Turkey
Ministry of Culture and Tourism



Organisation of Islamic Cooperation

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, Istanbul, Turkey)

16 December 2013 (Monday)

- 09:30-10:00 Opening Session
- Welcoming address
- 10:00-11:00 *First Working Session: Global/Regional Trends in Destination Marketing Strategies: Policies, Strategies and Tools*
- *Key Note Speaker: Ms. Karin Elgin Nijhius
TEAM Tourism Consulting*
 - *Mr. Umut ÜNAL
SESRIC*
 - General Discussion
- 11:00-11.15 Coffee Break
- 11:15-12:15 Global/Regional Trends in Destination Marketing Strategies: Policies, Strategies and Tools (cont'd)
- *Ms. Gülberk AŞYAPAR
Association of Turkish Travel Agencies (TÜRSAB)*
 - General Discussions
- 12:15-14:00 Lunch

- 14:00-16:00 *Second Working Session: Challenges and Prospects in Destination Marketing in the COMCEC Region*
- Country Presentations/Experiences
 - General Discussion
- 16:00-16:15 Coffee Break
- 16:15-17:30 *Third Working Session: Utilizing the Social Media and Other Communication Instruments for Sharing Marketing Messages*
- *Key Note Speaker: Ms. Karin Elgin Nijhius
TEAM Tourism Consulting*
 - *Mr. Gürkan ÖZER
İstanbul Dijital Platform*
 - General Discussion
- 17:30- 18:00 Wrap-up
- 19:00 Dinner

17 December 2013 (Tuesday)

- 10:00-12:00 B2B Meetings
- 12:00-13:30 Lunch
- 13:30-18:00 Social Event:
Visiting Historical Places of Istanbul
Topkapı Palace, The Hagia Sophia, Sultan Ahmet Mosque