

16 FEBRUARY 2017

CORAL TRAVEL HALL

-  **10:00 - 11:30** **OPENING ÇEREMONY**
BULUT BAĞCI
President of Executive Board, World Tourism Forum
MEHMET AKARCA
General Director, Directorate General of Press and Information, Republic of Turkey
NABİ AVCI
Minister of Culture and Tourism, Republic of Turkey
BİNALİ YILDIRIM
Prime Minister, Republic of Turkey
- MODERATOR** **HANDE BERKTAN**
Economy Programmer, Bloomberg HT TV
-  **11:30 - 12:00** **KEYNOTE SPEECH**
***THE ECONOMIC IMPACTS OF TRAVEL INDUSTRY**
MEHMET ŞİMŞEK
Deputy Prime Minister, Republic of Turkey
-  **12:00 - 12:30** **KEYNOTE SPEECH**
DR. MICHAEL FRENZEL
Special Ambassador, UNWTO and Former Chairman, World Travel & Tourism Council
-  **12:30 - 13:00** **KEYNOTE SPEECH**
HAKAN ATEŞ
CEO, DenizBank
-  **13:00 - 13:30** **KEYNOTE SPEECH**
***MIGRATION: HOW TO REDUCE RISKS AND INCREASE TOURIST FLOWS**
THE CASE STUDY OF RUSSIA AND CHINA
SPHILKO SERGEY PAVLOVICH
President, Russian Union of Travel Industry
-  **13:30 - 14:00** **KEYNOTE SPEECH**
DEMET SABANCI ÇETİNDÖĞAN
President, Executive Board, Demsa Group
-  **14:00 - 14:45** **KEYNOTE SPEECH**
DAVID MILIBAND
The President and Chief Executive, International Rescue Committee (IRC)
-  **14:45 - 15:15** **KEYNOTE SPEECH**
***DESTINATION MANAGEMENT**
FETTAH TAMİNCE
Owner, Rixos Hotels
-  **15:15 - 15:45** **ENTREPRENEURSHIP IN TOURISM INDUSTRY**
KERİM SİPAHİLER
President, Site-Turkey
SİNA AFRA
CEO and Founder, Evtiko
-  **15:45 - 16:15** **KEYNOTE SPEECH**
***WOMEN IN TURKEY**
FATMA BETÜL SAYAN
Minister of Family and Social Policies, Republic of Turkey

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DENİZBANK HALL I

-  **11:30 - 12:00** **KEYNOTE SPEECH**
***VALUES FOSTER SUSTAINABILITY**
THOMAS ANDERSSON
CEO, Visit Stockholm
-  **14:00 - 14:45** **AVIATION INVESTMENTS**
***THE LATEST DEVELOPMENTS IN THE FLYING WORLD: CRUCIAL TIME FOR INVESTORS**
SHEN ZEYOU
Director of Marketing Research Department, China Southern Airlines
ASLIHAN ÇÖRTÜK
Director of Marketing and Business Development, TAV Airports

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DENİZBANK HALL II

- MODERATOR** **CEM KINAY**
President, The O Innovations 360
-  **12:00 - 12:30** **ONLINE TOURISM**
***HEADING TO THE LIMITLESS ERA: E-TOURISM**
CLEMENT WONG
CEO, BeMyGuest
CARLOS ESTEVE FERRANDIS
Managing Director, Otel.com
YEŞİM SANAL
General Manager, AMC International
-  **14:45 - 15:15** **DESTINATION MARKETING**
***STRENGTHENING THE COMPETITIVENESS OF DESTINATIONS:
UNDERSTANDING OF SOCIAL& ECONOMIC DIMENSIONS**
İRFAN ÖNAL
General Director, Promotion Office, Ministry of Culture and Tourism, Republic of Turkey
SHAHER HAMDAN
President, Jordan Society of Tourism & Travel Agents
JUAN ANTONIO MARCH
Partner, ECIIA
MUNTHIR AL-ANSARI
Tourism Advisor, Member of Panel of Experts, UNWTO
OMER ABDULLE
Director, Visit Mogadishu
-  **15:45 - 16:15** **BORDER SECURITY**
***CHANGING COURSE: TOURIST BEHAVIOURS AGAINST UNSECURE BORDERS**
DR. JOHN COYNE
Head of Border Security, Australian Strategic Policy Institute
YUSUF ACIBİBER
Security Director, IGA Operation Services

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KEMPINSKI HALL I

-  **15:15 - 15:45** **KEYNOTE SPEECH**
SÜHA DERBENT
Professional Photographer
-  **15:45 - 16:15** **KEYNOTE SPEECH**
***SHOPPING WON'T TAKE YOUR TIME ON HOLIDAY: BEST DESTINATIONS**
HİCRAN ÖZBÜK
General Manager, Istanbul Convention Visitors Bureau / Istanbul Shopping Fest

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KEMPINSKI HALL II

-  **12:30 - 13:00** **TOURISM IN MEDIA**
***THE EFFECT OF MEDIA ON THE VAST MAJORITY OF TRAVEL DECISIONS**
SHARRON LIVINGSTON
Managing Editor, The Travel Magazine
PIYUSH SHARMA
CEO New Initiatives, ZEE Entertainment Enterprises
ERDEM TOLON
Watch Market Leader, The Nielsen Company
TAREK SAKIK
Managing Partner, Hadath International Group
-  **14:45 - 15:15** **CEO TALKS FOR FUTURE OF TOURISM**
MODERATOR **DR. NİLSUN TÜMER**
Managing Partner, Hotel & More
BUĞRA BERBEROĞLU
Group President & CEO, River Rock Hotels & Resorts
HANDE TİBUK
Executive Board Member & General Coordinator, Net Holding Inc
FERZAN ÇELİKKANAT
General Manager, Er Yatırım

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CORAL TRAVEL HALL

MODERATOR **KASIA MADERA**

TV News Presenter, BBC News

🕒 10:30 - 11:00

KEYNOTE SPEECH

***THE INVESTMENT POTENTIAL OF TURKEY**

NİHAT ZEYBEKÇİ

Minister of the Economy, Republic of Turkey

🕒 11:00 - 11:30

KEYNOTE SPEECH

ZACH KING

Youtuber/Viner

🕒 11:30 - 12:15

TOURISM INVESTMENTS

***ATTRACTING FOREIGN INVESTORS TO EARN REVITALIZATION IN TOURISM**

EDWIN BROERS

Regional Vice President of Central and Eastern Europe, Wyndham Hotel Group

YİĞİT SEZGİN

CEO, Bilgili Holding Hospitality & Tourism Investments

SEZEN ÖZGAN

Director-Turkey, International Hotel Development, Marriott International

🕒 13:30 - 14:15

KEYNOTE SPEECH

JACK STRAW

Former Home Secretary and Foreign Secretary under Prime Minister Tony Blair

🕒 14:15 - 15:00

MINISTERIAL MEETING

MR. HSI-LIN LIU

Deputy Director General, Taiwan Tourism Bureau

JERRY NAUMOFF

Minister for Foreign Investments, Macedonia

WANDA CORAZON TEO

Secretary of Tourism, Philippines

CATHERINA AFEKU

Minister of Tourism, Culture and Art Creatives, Ghana

🕒 15:00 - 15:45

THE FUTURE OF HEALTH TOURISM

MODERATOR

EMİN ÇAKMAK

Founding and Honorary Chairman, GHTC

BÜLENT AKARCALI

Former Health and Tourism Minister, Republic of Turkey

SÜLEYMAN KAMİL YÜCEORAL

Undersecretary of Tourism Minister, Republic of Turkey

KAMİL YANIKÖMEROĞLU

President, Rönesans Health Investments Group

PROF. DR. MUSTAFA SOLAK

Rector, Afyon Kocatepe University

🕒 15:45 - 16:30

TRAVEL STORIES OF CELEBRITIES

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DENİZBANK HALL I

-  **10:30 - 11:00** **KEYNOTE SPEECH**
DR. MICKEY MEHTA
Global Leading Holistic Health Guru
-  **11:00 - 11:30** **WELLNESS TOURISM**
***HEAD-RELAXING RETREATS AROUND THE GLOBE: PURIFY YOUR BODY!**
MARC AEBERHARD
Owner, Luxury Hotel and Spa Management
ALEJANDRO BATALLER
Vice President, SHA Wellness Clinic
LIONEL VALLA
Managing Director, Canyon Ranch Wellness Resort
-  **11:45 - 12:30** **ECONOMIC IMPACTS OF WEDDING EVENTS**
MODERATOR **DUYGU KUŞKULU**
Managing Director, Crystal Concepts
SAMIT GARG
Director, E Factor Entertainment
ALI BAKHTIAR
Ali Bakhtiar Designs
BENNY AVISAR
CEO, Sky Production
TOMAS DE BRUYNE
International Floral Designer
-  **13:30 - 14:00** **THE EVOLUTION OF LUXURY**
MODERATOR **ÖZLEM AVCIOĞLU**
Owner, travelmodus.com and Haaz Design
RALPH RADTKE
General Manager, Ciragan Palace Kempinski Istanbul
IRAN MONROY
Director of Global Corporate Communications and Brand Strategy, Deer Jet
OSMAN GEYLAN
Board Member, Gilan
-  **15:00 - 15:30** **KEYNOTE SPEECH**
***THE IMPACT OF POLITICAL VIOLENCE ON TOURISTS: CHANGING TRAVEL HABITS**
BURAK AKÇAPAR
Ambassador, Director General for Policy Planning,
Ministry of Foreign Affairs, Republic of Turkey
-  **15:30 - 16:00** **PROTECTED AREAS CULTURAL HERITAGE IN TOURISM INDUSTRY**
***THE UNDISCOVERED JOURNEY TO THE ROOTS**
PRINCE LAKSHYARAJ SINGH MEWAR
Executive Director, Historic Resort Hotels Udaipur
SAAD AL QAHTANI
Tourist Accommodation Sector Manager,
Saudi Commission for Tourism and National Heritage
-  **16:00 - 16:30** **KEYNOTE SPEECH**
***BIG GAMES: INTERNATIONAL SPORTS ORGANIZATIONS**
CARLA MARQUES
Director of Marketing and Development, Filmmaster Events

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DENİZBANK HALL II

MODERATOR CEM KINAY

President, The O Innovations 360

10:30 - 11:00

TECHNOLOGY INVESTMENTS

***MAXIMIZE YOUR BUSINESS MARGIN THROUGH DIGITAL SERVICES**

OSMAN TUFANOĞULLARI

Co-Founder, Related Digital Marketing Group

DARREN DUNN

Vice President of Travel & Tourism, Adara

11:30 - 12:15

SOCIAL MEDIA AND DIGITAL OUTPUTS

***THE TAKE-OFF OF SOCIAL MEDIA IN TOURISM**

JUAN ANDRES MILLEIRO

Head of Social Media, NH Hotel Group

SEAN GARDNER

Vice President of Digital Media, and Board Member,
World Communication Forum

GLEN GILMORE

Forbes Top 20 Social Media Influencer

ROBERTO ALVAREZ

Director of Strategic Accounts, Socialbakers

13:00 - 14:00

MODERATOR

GUEST SATISFACTION AND THE GUEST EXPERIENCE INDEX

DR. NİLSUN TÜMER

Managing Partner, Hotel & More

PINAR TİMER

General Manager, Pera Palace Hotel, Jumeirah

ANASTASIA KIRITSI

Marketing and Public Relations Manager, Small Luxury Hotels of the World

CAN GÖKTAŞ

General Manager, The Ritz-Carlton

15:00 - 15:30

MODERATOR

CINEMA TOURISM

***CINEMA, CULTURE: WHAT'S GETTING US EXCITED RIGHT NOW?**

DUYGU KUŞKULU

Managing Director, Crystal Concepts

VIVEK SINGHANIA

Producer, Picture Perfect

YONCA ERTÜRK

Owner and Producer, Pati Film

SERDAR ÇAKARER

Producer, +90 Film Production

ASST. PROF. NURDAN TEKEOĞLU

Producer and Academition, İstanbul Ticaret University

15:30 - 15:45

KEYNOTE SPEECH

***MINISTER OF REPUBLIC OF MOZAMBIQUE**

SILVA ARMANDO DUNDURO

Minister of Culture and Tourism, Republic of Mozambique

15:45 - 16:30

THE ECONOMIC IMPACTS OF TOURISM

***DEALING WITH MONEY: CHANGES IN THE WAY OF TRAVELLING**

MOHAMED ELNAGGAR

Tourism Expert, Ministry of Economy, Government of UAE

DR BADR AL BADR

CEO, Dur Hospitality

JAMES CHARISIOU

Chief Investment Officer, Amaryllis Capital

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KEMPINSKI HALL I

-  **11:30 - 12:15** **EGEN INFLUENCERS TALK**
BLOG STRATEGY
***FORMULATING YOUR BLOG STRATEGY**
MURAT ÖZBİLGİ
Managing Partner, gezimanya.com
-  **13:30 - 14:00** **PROFESSIONAL CONTENT MARKETING**
***HOW TO MONETIZE A TRAVEL BLOG**
KACH & JONATHAN HOWE
Two Monkeys Travel
-  **14:00 - 14:30** **LIFESTYLE BLOGGING**
MODERATOR
GÖZE ŞENER
REGITSE ROSENVINGE
The Copenhagen Traveler
ALYSSIA RAMOS
MyLifelsaMovie.com
LEE ANN HOWE
Luxury World Traveler
-  **14:30 - 15:00** **TRAVEL PHOTOGRAPHY**
MODERATOR
KEREM YÜCEL
MEHMET KIRALI
Civilking
JOAO LEITAO
Nomad Revelations Travel Blog
CONOR MACNEIL
The Fella
-  **15:00 - 15:45** **DESTINATION MARKETING**
MODERATOR
MURAT ÖZBİLGİ
JANICKE HANSEN
Norske Reiseblogger
SIMON LEWIS
Travel Massive
BICHIKO VARSHANIDZE
Department of Tourism and Resorts of Ajara
-  **15:45 - 16:30** **TRAVEL VIDEOGRAPHY**
MODERATOR
MURAT ÖZBİLGİ
KASIA MECINSKI
Tofu.Media
ALBERTO MENENDEZ & IOSU LOPEZ
Mochileros TV
JEFF JOHNS
WhatDoesntSuck

17 FEBRUARY 2017**KEMPINSKI HALL II**

- 11:00 - 11:45**
MODERATOR
- BIG SCALE ORGANIZATIONS: MEGA EVENTS**
HİCRAN ÖZBÜK
General Manager, Istanbul Convention Visitors Bureau / Istanbul Shopping Fest
- SHUBHRA BHARDWAJ**
Founder & Creative Director, Ferriswheel Entertainment
- PRAPTI MALHOTRA**
Vice President, Special Projects, Wizcraft International Entertainment
- 11:45 - 12:30**
MODERATOR
- MICE INDUSTRY**
***TOUCH ON THE SIGNIFICANCE OF MICE TO DESTINATIONS**
- BÜNYAT ÖZPAK**
Managing Partner, Inventum MICE
- NAVEEN RIZVI**
Executive Director India and Indian Ocean, Pacific World
- DMITRY ROGULEV**
Managing Director, ADA-Symposium
- ANNA OLEKHEYKO**
Department Manager, MICE, Unifest Travel
- BORA İŞBULAN**
General Manager, TAV Operation Services
- 13:30 - 14:00**
MODERATOR
- CURRENT TRENDS OF DESTINATION WEDDINGS**
- BÜNYAT ÖZPAK**
Managing Director, Inventum MICE
- ADITYA MOTWANE**
Director, Motwane Entertainment and Weddings
- HEMANT KALE**
Director, Swaaha Wedding Management
- PAWAN MIRCHANDANI**
Managing Director, Horizon W.I.E.
- 14:00 - 14:45**
MODERATOR
- GASTRONOMIC TOURISM**
***DISCOVERING FOODIE GETAWAYS AROUND THE WORLD**
- ÖMER KARTIN**
Vice President, Turkish Society of Culinary Tourism
- AYLİN YAZICIOĞLU**
Famous Chef and Owner, Nicole Restaurant
- CEM POLATOĞLU**
Journalist, World Traveller & Tourist Guide and Owner, Tur Andiamo
- METIN SUERKAN**
Culinary Tourism Specialist and Owner, Brand Travel
- 15:00 - 15:30**
- KEYNOTE SPEECH**
METE VARDAR
CEO, Jolly Tour
- 15:30 - 16:15**
MODERATOR
- CHANGING CUSTOMER DESIRES AND
ALTERNATIVE MARKETING TOOLS**
- CÜNEY BAYCAN**
Jolly Tur, Marketing Manager
- ÇAĞRI SAĞLIK**
Malaysia Tourism Office, General Manager
- ÖZGÜ ALNİTEMİZ**
Celestyal Cruises, General Manager
- NEDİME KONUKSEVER**
AirCanada, General Manager