



Republic of Turkey  
Ministry of Culture and Tourism



COMCEC



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)**

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|-------------|--|
| 09:30-10:00 | Opening Session  |
|             | - Welcoming address  |
| 10:00-11:00 | <i>First Working Session: Global/Regional Trends in Destination Marketing Strategies: Policies, Strategies and Tools</i> |
|             | - <i>Key Note Speaker: Ms. Karin Elgin Nijhius<br/>TEAM Tourism Consulting</i>   |
|             | - <i>Mr. Umut ÜNAL<br/>SESRIC</i>  |
|             | - 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)                      |
|             | - <i>Ms. Gülberk AŞYAPAR<br/>Association of Turkish Travel Agencies (TÜRSAB)</i>   |
|             | - 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. Gökhan 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