

16.02.2017

CORAL TRAVEL HALL		DENİZBANK HALL I	DENİZBANK HALL II	KEMPINSKI HALL I	KEMPINSKI HALL II
09:00 - 10:00	REGISTRATION				
10:00 - 11:30	OPENING CEREMONY: BULUT BAĞCI - MEHMET AKARCA - NABİ AVCI - BİNALİ YILDIRIM				
11:30 - 12:00	KEYNOTE SPEECH: MEHMET ŞİMŞEK	KEYNOTE SPEECH: THOMAS ANDERSSON			
12:00 - 12:30	KEYNOTE SPEECH: DR MICHAEL FRENZEL		ONLINE TOURISM		
12:30 - 13:00	KEYNOTE SPEECH: HAKAN ATEŞ				TOURISM IN MEDIA
13:00 - 13:30	KEYNOTE SPEECH: SHPIILKO SERGEY PAVLOVICH				
13:30 - 14:00	KEYNOTE SPEECH: DEMET SABANCI ÇETİNDÖĞAN				
14:00 - 14:45	KEYNOTE SPEECH: DAVID MILIBAND	AVIATION INVESTMENTS			
14:45 - 15:15	KEYNOTE SPEECH: FETTAH TAMINCE		DESTINATION MARKETING		CEO TALKS FOR FUTURE OF TOURISM
15:15 - 15:45	ENTREPRENEURSHIP IN TOURISM INDUSTRY			KEYNOTE SPEECH: SUHA DERBENT	
15:45 - 16:15	KEYNOTE SPEECH: FATMA BETÜL SAYAN		BORDER SECURITY	KEYNOTE SPEECH: HİCRAN ÖZBÜK	

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CORAL TRAVEL HALL		DENİZBANK HALL I	DENİZBANK HALL II	KEMPINSKI HALL I	KEMPINSKI HALL II
09:00 - 10:00	REGISTRATION				
10:30 - 11:00	KEYNOTE SPEECH: NIHAT ZEYBEKÇİ	KEYNOTE SPEECH: MICKEY MEHTA	TECHNOLOGY INVESTMENT		
11:00 - 11:30	KEYNOTE SPEECH: ZACH KING				
11:00 - 11:45		WELLNESS TOURISM			MEGA EVENTS
11:30 - 12:15	TOURISM INVESTMENTS		SOCIAL MEDIA AND DIGITAL OUTPUTS	BLOG STRATEGY	
11:45 - 12:30		ECONOMIC IMPACTS OF WEDDING EVENTS			MICE INDUSTRY
12:00 - 12:30					
12:30 - 13:30	LUNCH				
13:30 - 14:00		THE EVOLUTION OF LUXURY	GUEST SATISFACTION AND THE GUEST EXPERIENCE INDEX	PROFESSIONAL CONTENT MARKETING	CURRENT TRENDS OF DESTINATION WEDDINGS
13:30 - 14:15	KEYNOTE SPEECH: JACK STRAW				
14:00 - 14:30				LIFESTYLE BLOGGING	
14:00 - 14:45					GASTRONOMIC TOURISM
14:30 - 15:00	MINISTERIAL MEETING			TRAVEL PHOTOGRAPHY	
15:00 - 15:30		KEYNOTE SPEECH: BURAK AKÇAPAR	CINEMA TOURISM		KEYNOTE SPEECH: METE VARDAR
15:00 - 15:45	THE FUTURE OF HEALTH TOURISM			DESTINATION MARKETING	
15:30 - 15:45			MINISTER KEYNOTE: MOZAMBIQUE		
15:30 - 16:00		PROTECTED AREAS AND CULTURAL HERITAGE IN TOURISM			
15:30 - 16:15					CHANGING CUSTOMER DESIRES AND ALTERNATIVE MARKETING TOOLS
15:45 - 16:30	TRAVEL STORIES OF CELEBRITIES		THE ECONOMIC IMPACTS OF TOURISM	TRAVEL VIDEOGRAPHY	
16:00 - 16:30		KEYNOTE SPEECH: CARLA MARQUES			