

WTMS 2004 PROGRAM

Saturday, 20 November: Delegates arrive, city tours available

DAY ONE Sunday, 21 November				Side Events
07:00 – 08:00	Breakfast at the Hotel			Tourism Marketing Showcase Virtual Trade Show
08:30 – 09:30	Registration & Signup for Workshops at the Convention Centre			
Session hours are 09:30 to 18:30 including meals and breaks.				
09:30 – 10:30	Opening Ceremony & Official Welcome			
10:30 – 11:30	Executive Hot Seat Panel: The Power of Marketing			
11:30 – 12:00	Break: Tea, Coffee and Snacks Served			
12:00 – 12:45	Let's Make a Deal			
12:45 – 14:30	Lunch Provided – Let's Make a Deal Continues			
14:30 – 16:00	Simultaneous Interactive Workshops			
	Success Stories	How to Measure Performance?	The Global Media Reach	
	The pull of Culture and Heritage	Destination China: The Wealth of Inbound Tourism		
16:00 – 17:30	Let's Make a Deal			
17:30 – 18:30	Let's Make a Deal			
19:00 – 22:00	Welcome Dinner: Nanjing People's Government Banquet			

DAY TWO Monday, 22 November				Side Events
07:00 – 08:30	Breakfast Networking and Business to Business Meetings at the Hotel			Tourism Marketing Showcase Virtual Trade Show
Session hours are 09:00 to 18:30 including meals and breaks.				
09:00 – 11:00	Executive Hot Seat Panel: Challenges and Opportunities in Inbound and Outbound Tourism			
11:00 – 11:30	Break: Tea, Coffee and Snacks Served			
11:30 – 12:30	Let's Make a Deal			
12:30 – 14:30	Lunch Provided – Let's Make a Deal Continues			
14:30 – 16:00	Simultaneous Interactive Workshops			
	The Drive of Outbound Tourism	Tapping the Insurance Gap	Eco-friendly Tourism and Management: friends or foes?	
	Hospitality: the Pulse of a Destination	Future Trends in Tourism Marketing	Distribution panel	
16:00 – 17:30	Let's Make a Deal			
17:30 – 18:30	Let's Make a Deal			
19:00 – 22:00	Fuzi Temple Banquet			

DAY THREE Tuesday, 23 November				Side Events
07:00 – 08:30	Breakfast, Networking and Business to Business Meetings at the Hotel			Tourism Marketing Showcase Virtual Trade Show
Session hours are 09:00 to 13:00 including meals and breaks.				
09:00 – 10:30	Executive Hot Seat Panel: Make it Work: Marketing of services requires service oriented attitudes			
10:30 – 11:00	Break: Tea, Coffee and Snacks Served			
11:00 – 12:30	Ministers' Panel: Responding to Demand			
12:30 – 13:00	Closing Ceremony			
13:00 – 14:00	Lunch Provided			
14:00 – 18:30	Nanjing City Tours			
19:00 – 23:00	Gala Dinner and Cultural Evening: Presentation of WTMS Awards and Recognition			

Please visit WTMS website for updated information:

<http://wtms.wtuglobal.org>