



UNWTO/Chimelong Regional Conference and Workshop on Capacity Building on Tourism Development and Biodiversity Protection in West and Central Africa

Kinshasa, Democratic Republic of the Congo
3-6 April 2018

PROVISIONAL PROGRAMME

Tuesday, 3 April

14:00-19:00 Arrival of delegates and registration of participants for the Workshop and Conference
(Location: *Hotel Kempinski, Kinshasa*)

Wednesday, 4 April

Workshop – Communication and Relations With the Media in Wildlife Protection for Sustainable Tourism

(Location: *Hotel Kempinski, Kinshasa*)

09.00 *Presentation of the workshop (content, objectives) and the participants*
Session led by: Rut Gomez Sobrino, Media Expert, UNWTO

09.30 – 10.30 *The link between wildlife and the tourism sector*
How, What, When, and Why to communicate on this subject

10.30- 11.30 *The pillars of strategic communication (first part)*
Session led by: Rut Gomez Sobrino

11.30 – 11.45 *Coffee break*

11.45 – 12.45 *The pillars of strategic communication (second part)*
Development and implementation of a communication strategy
Session led by: Rut Gomez Sobrino

12.45 – 13.30 The media, beneficiaries, partners and target audience of our messages
- Products, channels and strategies in order to engage, sensitize and train
- The interest of the media in the work of the government
- The press release and the different products to communicate with the media
- The relation with the media and activities which could attract the interest of journalists (preparation of a media visit and work with the media on the ground)
- Social media

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- Commenting and reacting in front of the media
Session led by: Seamus Kearney, journalist, Euronews

13.30 – 15.00 *Lunch break*

15.00 – 16.00 How to develop and manage a media strategy
Session led by: Rut Gomez Sobrino

16.00 – 17.00 10 recommendations to improve relations with the media
Practical exercise
Session led by: Seamus Kearney, journalist, Euronews

17.00 – 17.15 Conclusions and closing of the workshop

Thursday, 5 April

Regional Conference on Capacity Building on Tourism Development and Biodiversity Protection in West and Central Africa (*Location: Hotel Kempinski, Kinshasa*)

09:00-10:00 Set-up and registration of participants

10:00-10:30 **Opening Ceremony**
Speeches
- Mr. Shanzhong ZHU, Executive Director UNWTO
- H.E. Mr. Franck Mwe di MALILIA APENELA, Minister of Tourism of the Democratic Republic of the Congo
- H.E. Mr. Bruno TSHIBALA, Prime Minister of the Government of the Democratic Republic of the Congo

10:30-11:00 *Coffee break*

11:00-11:30 **The importance of construction relations with the media**
- The importance of communicating with clarity, transparency and regularity
- How to develop a relationship of trust with the media community
- Timely sharing of information: key in the relation with journalists
Speaker: Mr. Seamus Kearney, journalist Euronews

11:30-12:30 **Ministerial roundtable “Promotion of natural tourism treasures and their enhancement in the media: which levers for effective institutional communication”:**
- H.E. M. Franck Mwe di MALILA APENELA, Minister of Tourism of the Democratic Republic of the Congo
- H.E. M. Ahmet BOTTO, Minister of Tourism and Handicrafts of Niger

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- H.E. M. Oswald HOMECKY, Minister of Tourism and Culture of Benin
- Mrs Thokozile CHITEPO, Permanent Secretary of the Ministry of Tourism and Hospitality of Zimbabwe
- Mr. Shanzhong ZHU, Executive Director of UNWTO

Moderator: Ms. Rut Gomez Sobrino, Media expert of UNWTO

- 12:30-13:30 **Presentation of the UNWTO/Chimelong Initiative and Content of the Workshops Taking Place in Gabon, Benin/Niger, Guinea and the DRC**
Activity leader: Mr. Patrick Oreja
- 13:30-15:00 *Lunch break*
- 15:00-17:00 **Individual Presentations of Actions Initiated by the 5 Countries (Gabon, Benin, Niger, Guinea and the DRC)**
- 17:00-17:15 **Presentation: *The way forward* – UNWTO/Chimelong Declaration**
Introduction and moderation – Mr. Jaime MAYAKI, Deputy Director of the Regional Programme for Africa of UNWTO
Reading by:
- H.E. M. Franck Mwe di MALILA APENELA, Minister of Tourism of the Democratic Republic of the Congo
 - Mr. Shanzhong ZHU, Executive Director of UNWTO
- 17:15- 17:20 Closing of the conference