



4 - 7 Nov 2013 • London
The Leading Global Event for the Travel Industry

The Social Silk Road

Silk Road Social Media event in collaboration with Travel Perspective and supported by WTM
Wednesday, 6 November 2013, 14:30 – 16:00, Platinum Suite 6, Level 2

Aimed at Silk Road destinations and stakeholders, this interactive session will assess the potential of social media to raise awareness and drive tourism development along the historic routes by focusing on the strategies and best-practice examples currently being implemented by the industry.

Programme

14:30-14:40	<p>Introductory Remarks</p> <ul style="list-style-type: none"> ➤ Mr. Zoltán Somogyi, Executive Director, Member Relations & Services, UNWTO ➤ Ms. Alla Peressolova, Head, UNWTO Silk Road Programme
14:40-15:10	<p>Armenia: Maximising the potential of travel bloggers Results and Recommendations of this year's Silk Road Bloggers Trip through Armenia</p> <ul style="list-style-type: none"> ➤ Mr. Arman Khachaturyan, CEO, National Competitiveness Foundation of Armenia ➤ Mr. Jonathan Powell, award winning blogger and Editor of The Flaneur (http://flaneur.me.uk) ➤ Q&A
15:10-15:20	<p>Social Media on the Silk Road: Travel Perspective reveals the details of the latest WTM country reports on social media and the implications for promoting tourism along the Silk Road, both cross border and within individual destinations.</p> <ul style="list-style-type: none"> ➤ Mr. Mark Frary, Co-Founder, Travel Perspective
15:20 – 16:00	<p>Can social media encourage tourism along the Silk Road? The opportunities and challenges arising in an age of 'User-generated content' Panel discussion including the following honorary guests:</p> <ul style="list-style-type: none"> ➤ Mr. Giorgi Sigua Head, Georgian National Tourism Administration ➤ Mr. Akhtaruz Zaman Khan Kabir Chief Executive Officer, Bangladesh Tourism Board ➤ Mr. David Chapman Director General, World Youth, Student and Education Travel Confederation (WYSE) ➤ Mr. Jonathan Powell, award winning blogger and Editor of the Flaneur (http://flaneur.me.uk) ➤ Q&A

Event Hashtag: #WTMTP13

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

Capitán Haya 42, 28020 Madrid, Spain. Tel: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – omt@unwto.org / unwto.org