

THURSDAY 30 AUGUST 2018

Masterclass in Product Development and Business Tourism

VENUE: ACCRA INTERNATIONAL CONVENTION CENTRE

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| 08h00 - 08h30 | REGISTRATION | Faculty |
| 08h30 - 10h30 | SUSTAINABLE TOURISM PRODUCT DEVELOPMENT: BUSINESS AND LEISURE TOURISM | Prof. Marina Novelli Prof. University of Brighton, UK Judy Kepner-Gona MD, Sustainable Travel & Tourism Agenda, Kenya |
| 10h30 - 11h30 | DESIGNING INCENTIVE TRAVEL PRODUCTS & PACKAGES, VIABLE RETURN ON INVESTMENT (ROI) | Tes Proos Crystal Events, Founder & MD, South Africa |
| 11h30 - 12h30 | KEY DRIVERS FOR BUSINESS TOURISM: ASSOCIATION MEETINGS PERSPECTIVE | Esmare Steinhofel Director, ICCA Africa, South Africa Rudi Van Der Vyver CEO, SAACI, South Africa |
| 12h30 - 13h00 | MEASURING THE ECONOMIC IMPACT OF BUSINESS TOURISM & EVENTS | Christelle Grohmann Director, Grant Thornton |
| 12h30 - 13h00 | OPTIMIZING CONVENTION BUREAUX TO GROW MICE TOURISM: THE CASE OF RWANDA | Frank Murangwa Destination Marketing Director, Rwanda Convention Bureau |
| NETWORKING LUNCH | | |
| 14h00 - 15h30 | THE SIGNIFICANCE OF DIGITAL MARKETING FOR CORPORATE AND SOCIAL EVENTS | Dr Kobby Mensah Lecturer, Univ. of Ghana Business School Prof Dimitrios Buhalis Prof. Bournemouth University Kwakyee Donkor CEO, Africa Tourism Partners |
| 15h30 - 16h00 | CRITICAL SKILLS DEVELOPMENT AND CAPACITY BUILDING FOR AFRICA'S TOURISM & HOSPITALITY INDUSTRY | Vincent Oparah Project Manager, Skills and Employment for Youth Programme, and Head Of Tourism, Nepad |
| 16h00 - 17h00 | CONCLUSIONS AND CERTIFICATES | Kwakyee Donkor CEO, Africa Tourism Partners Akwasi Agyeman CEO, Ghana Tourism Authority |
| 18h00 - 20h00 | WELCOME AND NETWORKING COCKTAIL | Venue TBC |