

Joint BTC & AGORA 2.0 Project Meeting Minsk, Belarus, 8 October 2010

and

**Related events –
also open for BTC members:**

**7 October 2010
AGORA 2.0 Project Meeting,**

**9 October 2010
Excursion**



БЕЛОРУССКОЕ
ОБЩЕСТВЕННОЕ ОБЪЕДИНЕНИЕ
«ОТДЫХ В ДЕРЕВНЕ»
BELARUSIAN ASSOCIATION
«COUNTRY ESCAPE»

ERNST MORITZ ARNDT
UNIVERSITÄT GREIFSWALD



Wissen
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Preliminary Conference Programme

Thursday, 07 October 2010 – AGORA 2.0 Project Meeting

09:00	AGORA 2.0 Project Meeting and work group sessions End: 18:00
19:00	Get Together (BTC members, AGORA 2.0 project partners, invited local persons)

Friday, 08 October 2010 – Joint BTC & AGORA 2.0 Meeting

08:30	Registration
09:00	Welcome and Introduction <i>Prof. Wilhelm Steingrube, Greifswald University, Germany</i> <i>Niels Lund, Baltic Sea Tourism Commission, Denmark</i> <i>(N.N.) Ministry / Tourist Board, Belarus</i> <i>Valeria Klitsounova, Belarusian Association Country Escape, Belarus</i>
09:15	Tourism as a Part of the EU Strategy for the Baltic Sea Region <i>Wolf Born, State Chancellery Mecklenburg-Vorpommern and Priority Area Coordinator for Tourism, Germany</i>
09:30	Statistics and Trends: Development of Tourism in the Baltic Sea Region <i>Ulf Sonntag, Institute for Tourism and Recreational Research in Northern Europe (N.I.T.), Germany</i> <i>Thomas Mielke, Baltic Sea Tourism Commission</i>
09:50	Panel Discussion: Belarus as an Incoming Destination <i>Moderator: Knut Hänschke, Expert, Germany</i> <i>Participants:</i> <i>1. Julia Kopot, Head of International Department of the Ministry of Foreign Affairs</i> <i>2. Elena Plees, Head of Minsk Tourism Information Center</i> <i>3. Tatsiana Belousova, Head of the Representation of AirBaltic in Belarus</i> <i>4. Alexander Vanukov, Member of the Board of Belarussian Union of Tour Operators, Head of the Travel Company "Sunny Travel"</i> <i>5. Valeria Klitsounova, Chairman of the Board of the Belarussian Association "Country Escape"</i>
10:30	Coffee break
11:00	How to Make Heritage Tourism to a Success Story? (presentations) <i>Anne Parikka, Association of Castles and Museums around the Baltic Sea</i> <i>Bengt Kylsberg, Skokloster Castle, Sweden</i> <i>Liisa Hentinen, Finnish Tourist Board</i>



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11:40	Panel Discussion: Destination Branding and Common Identity of the BSR <i>Moderator: Thomas Mielke</i> <i>Participants:</i> <i>Leitti Mandmets, Brand Manager – Enterprise Estonia</i> <i>Armands Slokenbergs, Director Latvian Tourism Development Agency</i> <i>Asnate Ziemele, Lauku Celotajs, Country Holidays in Latvia</i>
12:15	Case Studies Destination Branding and Cultural Heritage <i>Aigars Smiltans, Vice Director Inspiration Riga</i>
12:30	Lunch
14:00	Creativity Workshops to generate Innovative Ideas for Heritage Tourism (Introduction and development in smaller work groups) <i>Betina Meliss, University of Greifswald, Germany</i> <i>Bjarne Rasmussen, Region Zealand, Denmark</i> <i>Prof. Przemyslaw Kulawczuk, National Foundation of Enterprise Culture, Poland</i>
15:30	Coffee break
16:00	Presentation of Work Group Results <i>Betina Meliss, University of Greifswald, Germany</i> <i>Bjarne Rasmussen, Region Zealand, Denmark</i> <i>Prof. Przemyslaw Kulawczuk, National Foundation of Enterprise Culture, Poland</i>
16:30	Conclusions and Closing of the Meeting <i>Prof. Dr. Steingrube, University of Greifswald, Germany</i> <i>Niels Lund, BTC</i>
17:00	End of the Meeting
20:00	Joint Conference Dinner (BTC members, AGORA 2.0 project partners, invited local persons)

Saturday, 09 October 2010 - Excursion

09:00	Excursion: Tourism in Belarus – Products, Services, Attractions, Infrastructure for BTC members and AGORA 2.0 partners, (incl. lunch and coffee break)
18:00	End of the excursion



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