

EIAT 2009

Hotel M Belgrade – Best Western

Friday, 25 September 2009

17:30

Theatre Atelier 212
Official Opening Ceremony

Key note Speakers:

- **HRH Crown Prince Alexander**
- **Ray Bloom**, Chairman at IMEX Frankfurt
- **Professor Jafar Jafari**, University of Wisconsin, USA

Official EIAT transfer will be organized for all delegates from Atelier 212 to the Royal Palace at 19:15 in front of Atelier 212. At 21:30 busses will take delegates and guests back to Atelier 212. Busses will stop at Hotel M Best Western in case delegates who want to stay at the Hotel M jump off

19:00

Royal Palace, home of HRH Crown Prince Alexander II
– Opening Ceremony Cocktail - all opening Ceremony delegates are invited (kindly note to have your invitation with you)

Saturday, 26 September 2009

08:30 – 09:30

*EIAT and Future Leaders
Forum Balkans delegate
registration*

Hotel M Best Western, Avala
room

09:30 – 09:45

Welcome and introduction to
EIAT Conference

Milan Ćulić MA, Executive
Director at the Center for
Tourism Research and Studies

Chair of the Conference

will be **professor Jafar Jafari**,
University of Wisconsin

EIAT will be moderated by

Rok Klancnik, Director at
Slovenian Tourist Bureau,
Brussels

09:45 – 10:45

*The impact of TV and
film locations on tourism
destinations*

Laurence Bresh, Marketing
Director for VisitBritain

Tribes, Trends and Tourism

Rick Taylor, CEO, The Business
Tourism Company Sandton,
South Africa

*Destination marketing -
the 'wow' factor*

Alison Cryer, Chair at the
Tourism Society London, UK

*Identities and cultures
in tourism: the role of
UNESCO World Heritage
sites*

Giorgio Andrian, Assistant
Program Specialist and project
coordinator at UNESCO, Regional
Bureau for Science and Culture
in Europe (BRESCE)

10:45 – 11:00

Open panel discussion

based on topics identified in
advance by the students and
delegates

11:00 – 11:30

Coffee break, Avala room

11:30 – 12:45

*Networking your way to
success*

Rob Davidson, Senior Lecturer
in Business Travel and Tourism at
the University of Westminster

*Customer Service - we're
all in this together*

John Humphreys, Travel &
Tourism Diploma Development
Manager, People1st, Great
Britain

*Leadership Challenge for
XXI century*

Sanja Vlahović, PhD, Dean of
the Faculty of Tourism - Bar

12:45 – 13:00

Open panel discussion

based on topics identified in
advance by the students and
delegates

13:00 – 14:00

Lunch taken with FLF

Balkans delegates, BW club
at M Hotel Best Western

14:00 – 15:15

*What is a successful
Tourism Destination?*

Miroslav Dragičević, Founder
and Senior Partner in Horwath
HTL, Zagreb and **Sandra
Lisjak**, Senior Consultant in
Horwath HTL, Zagreb

*Adaptability in the
hospitality industry*

Dejan Đorđević, CEO at Alatau
Hospitality / Loftique Hotels

The role of a General Manager in the 21st century

Željko Stašević, general manager of The Westbury Hotel 5*, Mayfair, London

Branding a Nation: Cinema and Tourism

Masih Sharif, Assistant to the United Nations World Tourism Organization's Regional Representation for Asia and the Pacific (Spain)

15.15 – 15.30

Open panel discussion

based on topics identified in advance by the students and delegates

15.30 – 15.45

Coffee break, Avala room at M Hotel Best Western

15.45 – 17.15

“You want to see the people that live here”: using everyday life to create a distinctive city destination

Professor Robert Maitland, Director, Centre for Tourism Research, University of Westminster

PPP: The way we set an example. Case study: Conventa – challenge of success

Gorazd Cad, CEO at Go MICE Slovenia, and **Miha Kovačič**, Director at Slovenian Convention Bureau

Do we need public relation in hotel?

Amelia Tomašević, CEO at Zagreb Tourist Office

17.15 – 18.00

Summary of day and close

18.00 – 18.30

Gathering at Hotel M Best Western for the departure to Viminacium

19.00

Departures to Viminacium in front of Hotel M Best Western

20.00 – 23.00

Networking evening with FLF Balkans delegates at Viminacium

(old Roman historic site outside of Belgrade. All delegates will have opportunity to take part at the contest organized by Slovenian Convention Bureau and to win week-end at Kempinski Portorose, Slovenia! Have your **Slovenia** energy drink number.

Sunday, 27 September 2009

World Tourism Day

Scientific session at EIAT

9.00

- **Sonia Mileva**, St Kliment Ohridski Bulgaria
- **Tanja Mihalić**, Faculty of Economics Ljubljana, Slovenia
- **Bojana Kovačević**, Faculty of Science Novi Sad
- **Igor Stamenković**, Faculty of Science Novi Sad
- **Aleksandar Đorđević**, Faculty of Economics Belgrade
- **Tanja Vanić and Tamara Kliček**, Tourism Organization of Novi Sad and FAM Faculty

11.45 – 12.15

Close and hand out of Certificates of Participation

IMEX-MPI Future Leaders Forum

Hotel M – Room Belgrade

Saturday, 26 September 2009

09.30 – 10.00

Registration – Hotel M Best Western, Avala room

10.00 – 10.15

Welcome and Introduction to the Future Leaders Forum

The Forum will be moderated by Tom Hulton, Director of International Relations, IMEX

10.15 – 11.00

The Meetings Industry – not a job but a career!
Zoran Đukanović, Editor in Chief at Travel Magazine and General Manager at Duke and Peterson Belgrade

11.00 – 11.30

Coffee break, Avala Room at M Hotel Best Western

11.30 – 12.15

The Future of Meetings in Serbia
Milan Ćulić, MA Executive Director at the Centre for Tourism Research and Studies, Novi Sad Serbia

12.15 – 13.00

Open panel discussion based on topics identified in advance by the students

13.00 – 14.00

Lunch taken with EIAT delegates, BW club at M Hotel Best Western

14.00 – 14.45

Cross-Cultural Understanding for effective Business in the Meetings Industry
Tom Hulton, Director of International Relations at IMEX Frankfurt

14.45 – 15.30

Marketing for Future Leaders and Trends in the Meetings Industry
Didier Scalliet, Chief Development Officer at MPI, Dallas USA

15.30 – 15.45

Coffee break, Avala room at M Hotel Best Western

15.45 – 16.30

Meetings for Generation Y

Rob Davidson, Senior Lecturer in Business Travel and Tourism, University of Westminster

16.30 – 17.15

Creating the perfect event!

17.15 – 17.30

Summary of day and

Close. Followed by networking evening with EIAT conference delegates at Viminacium (old Roman historic site outside of Belgrade)

Sunday, 27 September 2009

09.00 – 09.45

The Art of Leadership

Tom Hulton, Director of International Relations at IMEX Frankfurt

09.45 – 10.00

Coffee break, Avala room at M Hotel Best Western

10.00 – 11.45

Final preparation followed by team presentations of the Creative Challenge

11.45 – 12.15

Close and hand out of Certificates of Participation