

Africa Travel Associations's 39th World Congress in Uganda

NOVEMBER 11 • TUESDAY

D Dinner
 E Expo
 F Film Screening
 H Host Country Day
 L Lunch
 M Marketing & Branding Breakout
G Meeting
 N Networking
 O Opening Ceremony
 P Product Development Breakout
 R Reception
S Session
 T Training

TBA **T Culinary Tourism Collaborative** TBA
Moderators: Pierre Thiam

TBA **T Tourism & Media Training Forum** Speke Resort Munyonyo
Moderators: Ethan Gelber, Roni Weiss

Pre-Congress Training Session Open to Local Delegates Selected by Uganda Ministry of Tourism.

This full-day training explores the latest trends in travel and tourism digital marketing and maximizing social media reach. The session will provide insights on digital strategy, content development, connecting with your audience, social media tools, and building savvy yet cost effective websites. Come prepared to bring ideas and pitches to be workshopped with the group. This will be an interactive and engaging class, where participants will leave with a digital strategy in hand for their organizations or businesses.

6:00pm – **R Pre-Congress Welcome Reception** Speke Resort Munyonyo
 8:00pm *Speakers: Hon. Dr. Maria Mutagamba, Hon. Walter Mzembi, Charlie Gatt*
 Socialize, mix and mingle with fellow delegates for cocktails hors d'oeuvres during the Pre-Congress Opening Reception at Speke Resort Munyonyo.

NOVEMBER 12 • WEDNESDAY

TBA **E Uganda Marketplace** Speke Resort Munyonyo
 The Uganda marketplace offers local exhibitors the opportunity to spotlight their products, services, and arts and handicrafts during the Congress. The marketplace also offers daily excursion and post-Congress tour opportunities.

TBA **T Culinary Tourism Collaborative** TBA
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9:00am – **G ATA International Board of Directors Meeting (Closed Door Meeting)** Speke Resort Munyonyo
 11:00am *Moderators: Edward Bergman, Hon. Walter Mzembi*
Speakers: Ogo Sow, Karen Hoffman, Charlie Gatt, Doris Wooten
 ATA International Board of Directors Meeting (Closed Door Meeting).

10:00am – **N Speed Networking / Ice-Breaker (Organized by Uganda)** Speke Resort Munyonyo
 11:00am This networking ice-breaker session brings together all of the Congress delegates from a wide range of market segments and regions.

11:00am – **O Opening Ceremony: Focus on Destination Uganda, The Pearl of Africa** Speke Resort Munyonyo
 1:00pm *Speakers: Edward Bergman, Hon. Dr. Maria Mutagamba, Hon. Walter Mzembi, Stephen Asiimwe, H.E Ambassador Amina Salum Ali, Rev. Nicholas S. Richards, Sebastiaan Spijkers, President of the Republic of Uganda H. E. Yoweri K. Museveni*
Opening Ceremony

Entertainment Interlude**Official Opening Ceremony & Welcome Remarks***Uganda Representatives*

TBA

*ATA Representatives**Hon. Walter Mzembi (MP), Minister of Tourism and Hospitality Industry, Zimbabwe; President, Africa Travel Association*

Edward Bergman, Executive Director, Africa Travel Association, USA

Official Congress Airline Representative: Brussels Airlines, TBA

Strategic Partner: African Union representative, TBA

Opening Keynote, TBA (30 minutes max)**Press Brief with Tourism Ministers (Media delegation and local press only)**

1:00pm – 2:30pm	L Lunch Delegates to have lunch on own.	Speke Resort Munyonyo
2:30pm – 4:00pm	S Tourism Ministers Round Table: Focus on Media (Organized by ATA) <i>Moderators: Peter Greenberg</i> <i>Speakers: Hon. Dr. Maria Mutagamba, Hon. Walter Mzembi, Hon. Phyllis Kandie, Hon. Lazaro S. Nyalandu</i> A signature event of the ATA Congress, this roundtable brings together Africa's tourism leaders to discuss the role the media plays in shaping, promoting and marketing African destinations to the world. In conversation with African Tourism Ministers.	Speke Resort Munyonyo
4:00pm – 4:30pm	S What's Happening with Africa Tourism Right Now: 2014 Africa Tourism Monitor Launch <i>Speakers: Africa Travel Association, African Development Bank (AfDB), New York University - Africa House</i> Findings from the second issue of the <i>Africa Tourism Monitor</i> , a joint publication of the African Development Bank (AfDB), New York University-Africa House, and the Africa Travel Association (ATA) are presented, highlighting some of the major opportunities and challenges facing the tourism industry in Africa.	Speke Resort Munyonyo
4:30pm – 6:30pm	G ATA Annual General Membership Meeting and Elections (Open Meeting) <i>Moderators: Edward Bergman, Hon. Walter Mzembi</i> The Executive Director gives an update on what has happened with ATA over the last year, welcomes chapter reports and addresses questions about the association. Then, ATA's general elections are held.	Speke Resort Munyonyo
8:00pm – 11:00pm	D Opening Gala Dinner (Organized by Uganda) Join our Ugandan hosts and fellow Congress delegates at an opening gala dinner, organized by the Ministry of Tourism, Wildlife and Antiquities.	Speke Resort Munyonyo

NOVEMBER 13 • THURSDAY

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TBA	T Culinary Tourism Collaborative <i>Moderators: Pierre Thiam</i>	TBA
9:00am – 9:30am	S Opening Keynote with Peter Greenberg, Travel Editor, CBS News <i>Speakers: Peter Greenberg</i>	Speke Resort Munyonyo
9:30am – 10:00am	S Global Tourism Trends & Outlook <i>Speakers: Caroline Bremner</i>	Speke Resort Munyonyo
10:00am – 11:00am	S What's Happening in the U.S. Marketplace Right Now <i>Speakers: Karen Hoffman, Leslee Hall</i> Who is traveling to Africa from the U.S., where are they going, what are they doing, and how much are they spending? This information can help industry professionals from across Africa better understand the needs and desires of the U.S. market in order to better shape and market products and services that can attract U.S. attention and investment.	Speke Resort Munyonyo
11:00am – 12:00pm	M Marketing African Destinations <i>Speakers: Damian Cook</i> Marketing African Destinations: Brand Power & Creating a Competitive Edge	Speke Resort Munyonyo
12:00pm – 12:30pm	S Spotlight on Faith-based Travel <i>Speakers: Rev. Nicholas S. Richards</i>	Speke Resort Munyonyo
12:30pm – 2:00pm	L Lunch Delegates to have lunch on own.	Speke Resort Munyonyo
2:00pm – 2:30pm	M Bearing Witness to Tragedy (Marketing & Branding Breakout) <i>Speakers: Eliseo Neuman</i> Bearing Witness to Tragedy: Dark Tourism	Speke Resort Munyonyo
2:00pm – 2:30pm	P Sports & Mega Events Tourism (Product Development Breakout) <i>Speakers: Robert Boland</i> Sports & Mega-Events Tourism: Financing, Infrastructure Development, & Public-Private Partnerships for Sports & Mega Events Tourism	Speke Resort Munyonyo
2:40pm – 3:10pm	M Bounce Back Even Stronger: PR & Crisis Management Tools (Marketing & Branding Breakout) <i>Speakers: Jeff Chatterton</i> Bounce Back Even Stronger: PR & Crisis Management Tools for African Destinations	Speke Resort Munyonyo
2:40pm – 3:10pm	P Tourism Cares: Travel for Good (Product Development Breakout) <i>Speakers: Caroline Bremner, Louis D'Amore</i> Tourism Cares: Travel for Good Best Practices for Individual & Industry Contributions to Destinations & Communities	Speke Resort Munyonyo
3:20pm – 3:50pm	M Demystifying Online Travel Agencies (Marketing & Branding Breakout) <i>Speakers: Raymond B. Matovu</i> Demystifying Online Travel Agencies: Selling Travel On-Line with Expedia, Trip Advisor, Priceline, Orbitz	Speke Resort Munyonyo

3:20pm – 3:50pm	P Tourism Cares: Empowering Communities (Product Development Breakout) <i>Speakers: Thomas Armit</i> Tourism Cares: Empowering Communities Case Studies of Tourism Improving Livelihoods (Economic, Environment & Social)	Speke Resort Munyonyo
4:00pm – 4:30pm	M The Power of Storytelling (Marketing & Branding Breakout) <i>Speakers: Francis Tapon</i> The Power of Storytelling: Selling Destinations and Products through Video	Speke Resort Munyonyo
4:00pm – 4:30pm	P Tourism Cares: Nature & Wildlife Protection (Product Development Breakout) <i>Speakers: Uganda Wildlife Authority</i> Tourism Cares: Nature & Wildlife Protection Birding, Wildlife, National Parks; Addressing Poaching; Illegal Trade & Cultural Erosion	Speke Resort Munyonyo
4:40pm – 5:10pm	M Focus on Family Travel (Marketing & Branding Breakout) <i>Speakers: Rainer Jenss</i> Focus on Family Travel: Marketing Family-Friendly Travel Options	Speke Resort Munyonyo
4:40pm – 5:10pm	P Tourism Cares: Cultural Heritage Preservation (Product Development Breakout) Tourism Cares: Culture Heritage Preservation & Development Culture, Art, Fashion, Food, Film, Music, Festivals	Speke Resort Munyonyo
5:20pm – 5:50pm	M Tour Operators Round Table <i>Speakers: Michael Madison, Kelley MacTavish, Amos Wekesa, Doris Wooten</i>	Speke Resort Munyonyo
8:00pm – 11:00pm	D Uganda Patron's Dinner & ATA Awards Ceremony <i>Moderators: First Lady of the Republic of Uganda Hon. Janet K. Museveni</i>	Speke Resort Munyonyo

NOVEMBER 14 • FRIDAY

TBA	E Kampala International Tourism Expo Join the Uganda Ministry of Tourism, Wildlife and Antiquities and the Uganda Tourism Board as they launch the 1st Annual Kampala International Tourism Expo! Kampala International Tourism Expo will take place at the Uganda Museum grounds, Kampala, from Friday, 14th November through Sunday 16th November 2014. This highly interactive annual regional event is designed to be the flagship Tourism Expo for Uganda. It will bring together the tourism fraternity, investors, the media and the general public to celebrate Uganda's unique tourist attractions. For more info, please visit: http://www.jaguzatourismexpo.com	Uganda Museum
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TBA	T Culinary Tourism Collaborative <i>Moderators: Pierre Thiam</i>	TBA

9:00am – 9:30am	<p>S Tourism Investment Forum: Keynote</p> <p><i>Moderators: Maya Kulycky</i></p> <p>What's happening in business in Africa right now? What's driving the growth and where is the growth taking place? Also, what are prospects for the future and are these opportunities trickling down?</p>	Speke Resort Munyonyo
9:30am – 10:30am	<p>S Spotlight on Tourism Facilitation</p> <p><i>Speakers: Estherine Lisinge-Fotabong, Barbara Keating</i></p> <p>For all destinations, the facilitation of tourist travel is a critical part of attracting investment, job creation, increasing tourism demand and supporting economic growth. This topical spotlight highlights the challenges and opportunities in the facilitation of travel (e.g. Open Skies, Waters, Internet, Telecommunications, Money/Cash /Finances, Visas, Infrastructure, etc).</p>	Speke Resort Munyonyo
10:30am – 11:30am	<p>S Africa Hotel Development, Expansion & Marketing</p> <p><i>Moderators: Maya Kulycky</i></p> <p><i>Speakers: Estelle Verdier, Valentine Ozigbo, Trevor Ward</i></p> <p>To attract a diverse range of leisure and business tourists, African destinations need to attract and develop accommodations of all types, from luxury hotels to bed and breakfasts and from international hotel brands to locally-owned ones. Speakers discuss the opportunities and challenges facing attracting international, regional and national brands in this discussion.</p>	Speke Resort Munyonyo
11:30am – 12:30pm	<p>S Africa Air Access: Opportunities & Challenges</p> <p><i>Moderators: Brussels Airlines, Sebastiaan Spijkers</i></p> <p><i>Speakers: Jimmy Eichelgruen, Delta Air Lines, Aaron Munetsi, South African Airways</i></p> <p>With a rise in the number of business and leisure arrivals to the continent, Africa has become one of the fastest-growing airline markets in the world. In fact, air access is becoming increasingly competitive with airlines from the USA, Europe, Africa, Asia, the Gulf, and the Middle East expanding operations across the continent. In this session, industry experts from Africa's leading airlines come together to take stock of the industry's current situation and prospects for the future, focusing on key issues such as marketing, government regulations, finance, safety and security, and climate change.</p>	Speke Resort Munyonyo
12:30pm – 2:00pm	<p>L African Culinary Experience Luncheon</p> <p><i>Moderators: Pierre Thiam</i></p> <p>Inspired by the Japanese television cooking show, <i>Iron Chef</i>, this special multi-course luncheon features Ugandan chefs and culinary students in a timed cooking battle built around local agriculture and ingredients. To prepare for this special meal around the <i>African table</i>, visiting chefs from the U.S. work in partnership with leading Ugandan chefs and culinary institutions.</p>	Speke Resort Munyonyo
2:00pm – 3:30pm	<p>S Educators Forum</p> <p><i>Moderators: Robert Boland</i></p> <p><i>Speakers: Khalid Elachi, Regina Leichner, Melissa Howell, Catherine DeLeo, Eddie Mandhry</i></p>	Speke Resort Munyonyo
2:00pm – 4:30pm	<p>S Tourism: A Gateway to Growth & Investment</p> <p><i>Speakers: Uganda Wildlife Authority, Uganda Ministry of Tourism, Wildlife and Antiquities, Uganda Tourism Board</i></p>	Speke Resort Munyonyo
3:30pm – 6:00pm	<p>S ATA Young Professionals Program Forum</p> <p>ATA's Young Professionals Program begins with workshops organized by the Ugandan Ministry of Tourism, Wildlife and Antiquities, followed by a strategic discussion on the future of the program.</p>	Speke Resort Munyonyo

4:30pm – **G Tourism Investment Forum B2B Meetings** Speke Resort Munyonyo
 6:00pm The ATA Business-to-Business Exchange for Buyers & Sellers gives travel trade buyers (travel agents/group planners) and sellers (travel wholesalers, tour operators, travel suppliers, destinations) the unique opportunity for business exchange, relationship building, and networking. Delegates can sign up for 15-minute, pre-scheduled, one-on-one appointments with travel experts and professionals, including hoteliers, airlines, destination marketing companies (DMCs), ground handlers, tour operators, and wholesalers.

Scheduled appointments.

8:00pm – **D Uganda Culture Night @ Ndere Cultural Center** Ndere Cultural Centre
 11:00pm

NOVEMBER 15 • SATURDAY

TBA **E Kampala International Tourism Expo** Uganda Museum
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For more info, please visit: <http://www.jaguzatourismexpo.com>

TBA **H Host Country Day, Part I (Full Day)** Jinja
Sponsors: Uganda Ministry of Tourism, Wildlife and Antiquities, Uganda Tourism Board
 During Host Country Day 1, delegates will have the opportunity to visit the adventure city of Jinja, home to the Source of the White Nile. The day will include a regatta and boating on the Nile, musical gala, and food fete.

NOVEMBER 16 • SUNDAY

TBA **E Kampala International Tourism Expo** Uganda Museum
 Join the Uganda Ministry of Tourism, Wildlife and Antiquities and the Uganda Tourism Board as they launch the 1st Annual Kampala International Tourism Expo!

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TBA **F Tourism Film Screenings** TBA
Speakers: Andrea Papitto, Francis Tapon
 Join us for the Tourism Film Screenings, taking you across the continent!

Unseen Africa (Across Africa)

The Unseen Africa is an adventure travel TV series that will take viewers to all 54 African countries. Think Rick Steves meets Bear Grylls. Or Anthony Bourdain Goes Beyond Food. The host, Francis Tapon, takes you beyond

the tired African clichés of safaris, wars, AIDS, pestilence, poverty, and pyramids. Part documentary, part reality show, *The Unseen Africa* will show sides of Africa that few see. You'll watch African entrepreneurs who are revolutionizing their countries, listen to locals describe what life is really like in Africa, and see remote places far off-the-tourist track.

See the trailer here: <http://TheUnseenAfrica.com>

***The Last Song Before the War* (Mali)**

The Last Song Before the War is a feature-length documentary that captures the inspiring rise and uncertain future of Mali's annual Festival in the Desert. The festival history is told from the perspective of the co-founder and festival director, Manny Ansar, the musicians who perform and the intrepid travelers from around the world who make the long journey to attend the festival. Against the backdrop of stunning musical performances, the film subtly reveals the challenges and triumphs of creating an artistic cultural event in such challenging economic and political circumstances. After 12 years of success and unforgettable musical moments, the Festival in the Desert came to a halt in 2012 when separatist rebels and Islamic militants seized control of Northern Mali. *The Last Song Before the War* chronicles the 2011 Festival—arguably the last edition that still captured its original goals—a global display of peace, reconciliation, and the healing power of music.

See the trailer here: <http://www.thelastsongbeforethewar.com>

TBA

H Host Country Day, Part 2 (Optional)

TBA

Sponsors: Uganda Ministry of Tourism, Wildlife and Antiquities, Uganda Tourism Board
