

Draft programme

“The Russian MICE market new opportunities”

Seminar & Workshop

In the context of the Year of tourism Hellas-Russia 2017-2018

*12 December 2017 / Electra Metropolis Hotel, Athens (Mitropoleos, 15)
Jasmine meeting room*

9.30 Participants` registration

Welcome coffee

10.00 Opening and official greetings

- Dimitris Bakolas, President of the HRCC
- Ministry of Tourism representative
- Russian Embassy representative

10.15 Session 1

Presentations

“Athens: your next conference destination”

- Eliza Tsolakou, Senior Destination Manager, Athens Convention & Visitors Bureau

“Introduction to the Russian MICE Market: Key characteristics of the Russian MICE market”

- Helene Lloyd, TMI Director (Russia)
- Interactive communication, questions & answers

11.00 Coffee break

11.20 Session 2

Networking & Workshop

- Discussion on current trends and demands of Russian clients for MICE
- B2B: The Russian MICE companies & Greek companies (hotels, DMC etc)
- Workshop: Working in groups and developing the ideal Athens MICE programme

13.00 Session 3

Presentation of the workshop results and choosing the best MICE programme

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