

Moscow Autumn Travel Industry Week



17-20 September 2013  
IEC Crocus Expo, Pavilion 1

**PROGRAMME OF EVENTS**

**17 SEPTEMBER**

Time and Place	Organizer	Event
<b>10.00-17.00</b> Exhibition Hall#3 Stand # 3C701	Singapore Changi Airport	Photo session: "I love Singapore!"
<b>10.00-17.00</b> Exhibition Hall#4 Stand # 4F505	Tourist Information Centre of Nizhny Novgorod	Master class on painting Matreshka dolls and wood carving, photo sessions for visitors with khokhloma throne and big Matreshka doll
<b>10.00-17.00</b> Exhibition Hall#4 Stand # 4F101	Department of International and Interregional Relations and Tourism of Vologda region; Information and Presentation Centre of the Vologda region	Presentation: "Welcome to Vologda Region"
<b>10.00-18.00</b> Exhibition Hall#4 Stand # 4F801	Tourism Development Department of the Ministry of Culture of Tula Region	Presentation of Tula Region: tourism attractions, programmes for autumn-winter season. All visitors will be welcomed with tea made in Tula Samovar, Tula gingerbread and Belyev pastille tasting

<p><b>10.30-16.30</b> Conference Hall#3</p>	<p>Euroexpo LLC (exhibition organizer)</p>	<p><u>9<sup>th</sup> International Meetings Industry and Business Travel Conference MIBEXPO Russia</u></p> <p><b>9.30-10.30</b> Registration</p> <p><b>10.30-10.50</b> Conference opening. Welcome address of the Conference moderator: Yuriy Sarapkin, independent expert, full member of MPI, SITE, ACTE</p> <p><b>10.50-12.50</b> <u>Session 1: Business Travel Market: Trends and Perspectives</u> Speakers: <b>10.50-11.10</b> - Anna Gorska, ICCA Central European Chapter Chairperson, Vice President of MPI Poland: “Current and new trends in business meetings industry. Opportunities and challenges for Russia” <b>11.10-11.30</b> - Olga Lobanova, Director of Corporate and Sightseeing Department of of Volga-Tour Multifunctional Service Company: “Organization of incentive tours to the Golden Ring of Russia” <b>11.30-11.50</b> - Andrey Krapivnoy, General Director of Tour Express: “Business travel and corporate service opportunities and peculiarities in Latin America” <b>11.50-12.10</b> Elvira Tarasenko, Commercial Director of GOST Luxury Clubs: “Innovative technologies and service quality development in hospitality segment” <b>12.10-12.30</b> - Sergey Kolesnikov, General Director of GOST Hotel Management, Vice President of the Federation of Restaurateurs and Hoteliers: “Corporate client service technologies in hospitality segment” <b>12.30-12.50</b> - Irina Karnaukhova, Business development Director of Demlink Travel: “The algorithm of preparing and holding corporate trips and events. Relationship problems between corporate clients and professional organizers” <b>12.50-13.10</b> Coffee break</p> <p><b>13.10-14.50</b> <u>Session 2: Cross-Cultural Competence and Interpersonal Relations in Meetings Industry</u> Speakers: <b>13.10-13.30</b> - Alyona Topcheeva, General Director of Diversity World Cross-Cultural Communication and Language Learning Centre: “Cross-cultural communication in international business”</p>
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<p><b>11.00</b> Exhibition Hall#4, Stand # 4F505</p>	<p>Ariadna Travel</p>	<p>Drawing of a voucher to Nizhniy Novgorod region tour for two by Ariadna Travel</p>
<p><b>11.00 -11.30</b> Stage in the Registration Hall</p>	<p>The Government of Stavropol Territory, the Ministry of Resorts and Tourism</p>	<p><u>Presentation</u>: Stavropol Territory, dancing show of “Veselukha” group, “Pyatigorsky Narzan” sanatorium, Pyatigorsk</p>

<b>11.00-12.00</b> <b>Conference Hall#4</b>	<b>Federal Agency for Tourism, Euroexpo LLC (exhibition organizer)</b>	<b>Press conference dedicated to the opening of MATIW 2013 Moscow Autumn Travel Industry Week and new exhibition image in 2014</b>
<b>11.00 -16.00</b> Exhibition Hall#4, Business area	Association for Assistance to Tourist Technologies	<u>Seminar: "Information technologies"</u> <b>11.00-11.30</b> Make your website work! <b>11.30-12.00</b> Attraction of tourist and increase in profit in Alliance TUR.Y.ru franchising network <b>12.00-12.30</b> Innovative technologies in tourism! Last version of Master Tour software package for tour operators. <b>12.30-13.00</b> EDS "Info-Port": a universal tool for small business enterprises. <b>13.00-13.30</b> New version of SAMO-travel agent software package: the key features. <b>13.30-14.00</b> Basic technologies in travel industry. <b>Bronni.ru</b> : a modern search service. <b>14.00-14.30</b> Master Agent software package for travel agencies. <b>14.30-15.00</b> Sales psychology in tourism and telephone conversations with a potential client <b>15.00-15.30</b> Efficient sales of tourist products for the Russian incoming operators. Distribution and marketing strategies in 2013. <b>15.30-16.00</b> Internet promotion: how to overcome the pitfalls
<b>11.20-12.20</b> Conference Hall#2	RossTur	<u>Presentation: "RossTur franchising: we expand our business throughout Russia"</u>
<b>11.20-13.40</b> Exhibition Hall#4 Conference Hall#5	Mouzenidis Travel	<u>Presentation: New destinations of Mouzenidis Active MICE</u>

<b>11.30</b> Exhibition Hall#4 Stand #4B1101	Avia Centre	Drawing of flight tickets of Emirates
<b>12.00</b> <b>Stage in the Registration Hall</b>	<b>Federal Agency for Tourism, Euroexpo LLC (exhibition organizer)</b>	<b>Official exhibition opening ceremony</b>
<b>12.00-12.30</b> Exhibition Hall#4 Stand #4F201	Rybinsk Tourism Centre/Dyemino Sports and Recreation Centre	Presentation: “Rybinsk: the land of winners”
<b>12.40-15.00</b> Conference Hall#2	Coral Travel	Presentation: “Business secrets of the leader”
<b>12.40-15.00</b> Conference Hall#4	TT-Travel	<u>Presentation</u> : “Winter season 2013-2014. New products”
<b>13.00</b> Exhibition Hall#4 Stand #4F505	City of Vyksa	Drawing of prizes of Vyksa City Administration
<b>13.00</b> Exhibition Hall#4 Stand #4B1101	Avia Centre	Drawing of flight tickets of Emirates
<b>13.00-13.30</b> Exhibition Hall#4 Stand #4F201	Tourism Agency of Yaroslavl Region	<u>Presentation</u> : “Yaroslavl Region: discover the real Russia”
<b>13.00 -14.00</b> Exhibition Hall#2 Lounge area	Avia Centre	Master class: “Content Inn by Amadeus booking system”
<b>13.00 -14.00</b> Stage in the Registration Hall	Department of International and Interregional Relations and Tourism of Vologda region	<u>Presentation</u> : “Winter programmes of Vologda Region”
<b>13.30-14.00</b> Exhibition Hall#4 Stand #4F201	Yasnye Zori Sanatorium	Mineral water tasting of “Yasnye Zori” Sanatorium

<b>14.00 -14.20</b> Exhibition Hall#4, Business area	GRINN Tourist Complex	<u>Presentation:</u> “GRINN Tourist Complex – a gem for the Russian business travel”
<b>14.00 -14.20</b> Stage in the Registration Hall	Republic of Mordovia	Performance of the folk group of Mordovia Republic
<b>14.00-15.00</b> Exhibition Hall#4 Conference Hall#5	Tourism Agency of Yaroslavl Region	<u>Presentation:</u> “Events calendar of Yaroslavl Region for 2013-2014”
<b>14.00-18.00</b> Conference Hall #1	Federal Agency for Tourism	All-Russian meeting on tourism of executive bodies of Russia’s constituent entities
<b>14.20 -14.40</b> Stage in the Registration Hall	Argentina National Tourism Office	<u>Dancing programme:</u> “Argentine tango”
<b>14.30</b> Exhibition Hall#4 Stand #4B1101	Avia Centre	Drawing of flight tickets of Emirates
<b>15.00</b> Exhibition Hall#4 Stand # 4F505	Tourist Information Centre of Nizhny Novgorod	Drawing of a voucher for “Adventure Land” Active Leisure Centre (Nizhny Novgorod region, Bogorodsky District)
<b>15.00</b> Exhibition Hall#4 Stand # 4F102	The Government of Stavropol Territory, the Ministry of Resorts and Tourism	Mineral waters tasting of the specially protected Caucasian Mineral Waters eco-resort
<b>15.00-15.30</b> Exhibition Hall#4 Stand # 4F101	Department of International and Interregional Relations and Tourism of Vologda region; Information and Presentation Centre of the Vologda region	<u>Presentation:</u> “Vologda: the New Year capital of Russia. New Year-2014”
<b>15.00-15.30</b> Stage in the Registration Hall	Wish To Travel	Dancing group performance

<b>15.20-16.20</b> Conference Hall#4	Ministry of Economic Development of the Republic of Komi	<u>Presentation</u> : “Investment project “Finno-Ugric ethnic and cultural park”
<b>15.30 -15.50</b> Stage in the Registration Hall	Argentina National Tourism Office	<u>Dancing programme</u> : “Argentine tango”
<b>15.30 -16.00</b> Exhibition Hall#4 Stand #4F201	Volga-Tour Multifunctional Service Company	<u>Presentation</u> : “Incentive tours to the Golden Ring: Enjoy the real Russia”
<b>15.20-16.20</b> Exhibition Hall#4 Conference Hall#5	LIGHTSOFT	How to get the lowest price possible? All about online sales
<b>16.00</b> Exhibition Hall#4 Stand # 4F505	Infoflot Cruise Company	Drawing of a voucher for an “Infoflot-Moscow” river cruise
<b>16.00 -17.00</b> Stage in the Registration Hall	Indonesia – Ministry of Tourism of Indonesia	<u>Dancing programme</u> : «National dances»
<b>16.00-18.00</b> Exhibition Hall#4 Stand #4F201	“Karabikha” Nokolay Nekrasov State Literary and Memorial Museum and Reserve	<u>Lottery</u> : “Nekrasov Experts”
<b>16.40-17.40</b> Exhibition Hall#4 Conference Hall#5	LIGHTSOFT	Website as a sales tool. All about efficient internet sales
<b>16.40-17.40</b> Conference Hall#4	The Ministry of Economy and Planning of Ulyanovsk region	Press Conference: “Summing up the results of the 1st International Caravan “The Great Volga” organized within the frameworks of tourism cooperation between the Volga regions” Speakers: -A.G. Tyutyunnik, the Advisor to the Head of the Federal Agency for Tourism of the Ministry of Culture of the Russian Federation; -S.G. Lakovsky, Coordinator of the 1st International Caravan “The Great Volga”, Director of the Ulyanovsk regional resource center for tourism and service development; - I.V.Zorin, President of the Russian International Academy of Tourism, Head of UNESCO Chair “Cultural Tourism for Peace and Development”, Ph.D., Professor, Honored Scientist, Academician of

		the Russian Academy of Natural Sciences; -V.R. Dashuk, the Russian Caravanners League
<b>18.30</b> <b>Shore House restaurant</b>	Euroexpo LLC	Gala Reception dedicated to the exhibition opening (by invitation only). The official part includes the ATOR Travel Awards 2013 ceremony in the following nominations: - Best press service; - Best event for country promotion; - Best printed media; - A Breakthrough of the Year; - Contribution to the tourism development; - Special Jury Prize.

### 18 SEPTEMBER

Time and Place	Organizer	Event
<b>10.00-11.00</b> Conference Hall#2	Tourism Development Centre of Sverdlovsk Region	<u>Presentation</u> : “Tourism resources of Sverdlovsk Region”
<b>10.00-17.00</b> Exhibition Hall#4 Stand # 4F505	Tourist Information Centre of Nizhny Novgorod	Master class on painting Matreshka dolls and wood carving, photo sessions for visitors with khokhloma throne and big Matreshka doll
<b>10.00-17.00</b> Exhibition Hall#3 Stand # 3C701	Singapore Changi Airport	Photo session: “I love Singapore!”
<b>10.00-18.00</b> Exhibition Hall#4 Stand # 4F801	Tourism Development Department of the Ministry of Culture of Tula Region	Presentation of Tula Region: tourism attractions, programmes for autumn-winter season. All visitors will be welcomed with tea made in Tula Samovar, Tula gingerbread and Belyev pastille tasting
<b>10.00-11.00</b> Exhibition Hall#4 Conference Hall #5	LIGHTSOFT	Tourists will find you! Opportunities of modern internet advertising



<p><b>10.30 -16.00</b> Exhibition Hall#4, Business area</p>	<p>Association for Assistance to Tourist Technologies</p>	<p><u>Seminar: Information technologies</u></p> <p><b>10.30-11.00</b> Secrets of successful travel agencies</p> <p><b>11. 00-11.30</b> MAG system: booking services and automation for travel agencies</p> <p><b>11.30-12.00</b> Modern technologies in tourism: searching and booking in TURY.ru system.</p> <p><b>12.00-12.30</b> New trends in e-commerce.</p> <p><b>12.30-13.00</b> Software for travel agencies: SAMO-Travel Agent, Andromeda, website booking module. Operational characteristics and interaction.</p> <p><b>13.00-13.30</b> A step ahead the competitors! New version of Price Express.</p> <p><b>13.30-14.00</b> Interaction of tourist information centres and travel agencies on regional tourism product promotion by using modern software.</p> <p><b>14.00-14.30</b> Particularities of issuing flight and railway tickets by the ESD “Info-Port”</p> <p><b>14.30-15.00</b> Travel agency’s website: a reliable team member. Technologies of Bronni.ru modules.</p> <p><b>15.00-15.30</b> Communication psychology in tourism with using newest information technologies.</p> <p><b>15.30-16.00</b> Efficient telephone conversations.</p>
<p><b>10.30-16.20</b> Conference Hall#3</p>	<p>Euroexpo LLC (exhibition organizer)</p>	<p><u>9th International Conference for Wellness and Medical Travel ” Medical Tourism, SPA &amp; Health”</u></p> <p><b>9.30-10.30</b> Registration</p> <p>10.30-10.50 Conference opening <b>Conference Moderator: <u>Nadezhda Manshina</u>, Russian Union of Tourism Industry</b></p> <p><b>10.50-12.30</b> <u>Session 1: Safe and healthy travelling</u></p>

Speakers:

**10.50-11.10**

“Tourists’ awareness: recommendations on safety travel of the Ministry Foreign Affairs (countrywise)”

**11.10-11.30**

- Yuriy Ilaidi, Head of the Interdepartmental Working Group of the Federal Medical-Biological Agency of Russia (FMBA) and the Federal Tourism Agency, Head of the Medical Evacuation and Air Medical Service Centre (NP “CentrAviaMed”). “Medical insurance for Russian citizens traveling abroad. Topical issues of changing legislation”

**11.30-11.50**

- Maria Borodina, Head of the Emergency Chair of the Institute of Post-Graduate Training of Federal Medical-Biological Agency of Russia (FMBA), expert, MD, PhD;  
- Vladimir Burdyansky, Docent of the Emergency Chair of the Institute of Post-Graduate Training of Federal Medical-Biological Agency of Russia (FMBA), medical director of “Moscow doctor”：“Medical and aeromedical evacuation: emergency actions and patients’ transportation”

**11.50-12.10**

- Anton Gans, MGMT Group Advisor (Estonia): “Interaction models between medical institutions and agents (tour operators, assistance companies, medical unions and associations”

**12.10-12.30**

- Anna Gladun, General Director of “Visit” Legal Advice Office: “Legal support by accidents in tourism. Judicial practice in tourism”

**12.30-12.50** Coffee break

**12.50-13.50** Session 2: Marketing and Promotion of Medical and Health Programmes

Speakers:

**12.50-13.10**

- Maria Malykhina, Head of Marketing and Advertising Department of JSC “Medicina”: “A clinic in social networks”

**13.10-13.30**

- Oksana Bulakh, Commercial Director of “Alean”: “Experience of new format of services promotion. The statistics of medical and recreation tours demand: by regions, by resorts”

**13.30-13.50**

- Irene Rapoport, Marketing and Business Development Director in "Amsalem Global Travel Management", the official representative of Assuta private medical centre (Israel): “Marketing tools in

		<p>medical tourism”</p> <p><b>13.50-14.10</b> Coffee break</p> <p><b>14.10-16.00</b> <u>Session 3: New Programmes of Clinics and Resorts</u></p> <p>Speakers:</p> <p><b>14.10-14.30</b> The Dubai Department of Tourism and Commerce Marketing: “Medical tourism in Dubai “</p> <p><b>14.30-15.00</b> - Guenter Zusag, Sonja Furnsin , Medical Management GMB (Austria): “Treatment and medical rehabilitation in Austria”</p> <p><b>15.00-15.20</b> - Kim Ki-Hyun, Director of Tourism Department of Seoul Metropolitan Government (South Korea): “Healthy and hearty Seoul”</p> <p><b>15.20-15.40</b> - Sasha Yakosh, Marketing Director of Medical Rogaska: “Application of modern SPA &amp; HEALTH programmes on example of Rogaska Medical Center. Weight loss and body shaping by using Donat Mg mineral water”.</p> <p><b>15.40-16.00</b> - Konstantinos Kuskukis, Vice Rector of Democritus University (Greece): “Medical rehabilitation and recreation in Greece”</p> <p><b>16.00-16.20</b> Summing up. Closing Speech of the Conference Moderator Nadezhda Manshina, Russian Union of Tourism Industry</p>
<b>11.00</b> Exhibition Hall#4 Stand # 4F505	“Diveevskaya Sloboda” Hotel	Drawing of a vouchers and discounts for staying in “Diveevskaya Sloboda” Hotel
<b>11.00-11.30</b> Exhibition Hall#4 Stand # 4F101	Department of International and Interregional Relations and Tourism of Vologda region; Information and Presentation Centre of the	<u>Presentation:</u> “Welcome to Vologda Region”

	Vologda region	
<b>11.00-11.30</b> Exhibition Hall#4 Stand #4F201	Tourism Agency of Yaroslavl Region	<u>Presentation:</u> “Yaroslavl Region: discover the real Russia”
<b>11.00-11.30</b> Stage in the Registration Hall	Wish To Travel	Dancing group performance
<b>11.00-12.00</b> Exhibition Hall#2, Lounge area	TraveLogiya travel journalism school	Master class: How the travel-content (text, photos, films) posted on the website or published in the catalogue affects the choice of the travel agency’s clients. Client emotions management. Presenter: Julia Shchukina, travel journalist, founder of TraveLogiya travel journalism school
<b>11.20-12.20</b> Conference Hall#1	Hungarian Tourism Board	<u>Presentation:</u> “Gyor: one of the most beautiful Baroque cities in Europe”
<b>11.20-12.20</b> Exhibition Hall#4 Conference Hall#5,	Avia Centre LLC	<u>Master class:</u> “Avia Centre: success for exporting”
<b>11.20-12.20</b> Conference Hall#4	1C : Franchise Prof-Partner	<u>Presentation:</u> New approach to the travel agencies automation with 1C: Orange. Customer relations management, financial analysis, accounting and personnel records in one programme
<b>11.20-15.00</b> Conference Hall#2	Mouzenidis Travel	<u>Conference:</u> “Winter Greece exceeds all hospitality expectations”
<b>11.30</b> Exhibition Hall#4 Stand #4B1101	Avia Centre	Drawing of flight tickets of Emirates
<b>11.30 -11.45</b> Stage in the Registration Hall	Argentina National Tourism Office	<u>Dancing programme:</u> “Argentine tango”

<b>12.00 -12.20</b> Stage in the Registration Hall	Republic of Mordovia	Performance of the folk group of Mordovia Republic
<b>12.00-12.30</b> Exhibition Hall#4 Stand # 4F201	Another World Courtyard	Interactive presentation of “Christmas fortunetelling” programme
<b>12.00 -12.20</b> Exhibition Hall#2 Lounge area	Jet Travel	Gourmet tours with Jet Travel. Europe
<b>12.20 -12.40</b> Stage in the Registration Hall	Argentina National Tourism Office	<u>Dancing programme</u> : “Argentine tango”
<b>12.30</b> Exhibition Hall#4 Stand #4B1101	Avia Centre	Drawing of flight tickets of Emirates
<b>12.40-15.00</b> Exhibition Hall#4 Conference Hall #5	Sletat.ru	Seminar: “Distance tourist services: new standards of online sales”
<b>13.00</b> Exhibition Hall#4 Stand # 4F505	Infoflot Cruise Company	Drawing of a voucher for an “Infoflot-Moscow” river cruise
<b>13.00 -13.30</b> Stage in the Registration Hall	The Government of Stavropol Territory, the Ministry of Resorts and Tourism	<u>Presentation</u> : Stavropol Territory, dancing show of “Veselukha” group, “Pyatigorsky Narzan” sanatorium, Pyatigorsk
<b>13.00-13.30</b> Exhibition Hall#4 Stand # 4F201	“Karabikha” Nokolay Nekrasov State Literary and Memorial Museum and Reserve	“Manor reception” performance with fruit liqueur and apples treating
<b>13.00-13.30</b> Exhibition Hall#4 Stand # 4F101	Department of International and Interregional Relations and Tourism of Vologda region; Information and Presentation Centre of the Vologda region	<u>Presentation</u> : “Vologda: the New Year capital of Russia. New Year-2014”

<b>13.30 -13.45</b> Stage in the Registration Hall	Argentina National Tourism Office	<u>Dancing programme</u> : “Argentine tango”
<b>13.00-14.00</b> Exhibition Hall#2 Lounge area	Avia Centre	Seminar: “Voluntary insurance of passengers”
<b>13.00 -15.00</b>	Sletat.ru	Seminar: “Distance tourist services: new standards of online sales”
<b>13.30-16.00</b> Exhibition Hall#4 Stand #4F201	“Karabikha” Nokolay Nekrasov State Literary and Memorial Museum and Reserve	<u>Lottery</u> : “Nekrasov Experts”
<b>14.00</b> Exhibition Hall#4 Stand # 4G701	Tourism Board of Slovakia	Slovak wine tasting accompanied by a professional sommelier
<b>14.00</b> Exhibition Hall#4 Stand # 4F102	The Government of Stavropol Territory, the Ministry of Resorts and Tourism	Presentation of Caucasian Mineral Waters eco-resort with film demonstration. Drawing vouchers to Caucasian Mineral Waters sanatoriums: - “Rus”, Yessentuki; - “Mashuk Aqua-Term”, Zheleznovodsk; - “Centrosoyuz-Kislovodsk”, Kislovodsk - “Inrourist”, Pyatigorsk.
<b>14.00-14.30</b> Exhibition Hall#4 Stand # 4F201	Yaroslavl Coastland Project	Presentation of Hotel Mercure Bay Koprino
<b>14.00 -15.00</b> Stage in the Registration Hall	Indonesia – Ministry of Tourism of Indonesia	Dancing programme: «National dances»
<b>14.00–15.30</b> Exhibition Hall#2, Lounge area	Amsalem Global Travel Group	Presentation and wine tasting of Amsalem Global Travel Group: “Exclusive tour to the Holy Land Wineries”
<b>15.00</b> Exhibition Hall#4 Stand # 4F505	Chaika Hotel	Drawing a voucher for accommodation in Chaika Hotel
<b>15.00</b> Exhibition Hall#4	The Government of Stavropol Territory, the	Mineral waters tasting of the specially protected Caucasian Mineral Waters eco-resort

Stand # 4F102	Ministry of Resorts and Tourism	
<b>15.00 -15.15</b> Stage in the Registration Hall	Argentina National Tourism Office	<u>Dancing programme:</u> “Argentine tango”
<b>15.00-15.30</b> Exhibition Hall#4 Stand #4F201	Tourism Agency of Yaroslavl Region	<u>Presentation:</u> “Yaroslavl Region: discover the real Russia”
<b>15.20-16.00</b> Stage in the Registration Hall	Yaroslavl region	Presentation of Yaroslavl region
<b>15.20-16.20</b> Conference Hall#2	Brazilian Ministry of Tourism	Training and seminar on Brazilian tours sales
<b>15.20-16.20</b> Conference Hall#4	Amitur LLC	Presentation of Moscow- Nha Trang flight for 2013-2014 season
<b>15.20-16.20</b> Exhibition Hall#4 Conference Hall#5	Cyprus tourism organization	Presentation: “Cyprus as an international centre of business travel”
<b>15.40–16.40</b> Exhibition Hall# 2, Lounge area	DISCOVERY magazine	Conference: “ Travelling with Michael Kozhukhov club and DISCOVERY magazine”
<b>16.00</b> Exhibition Hall#4 Stand # 4F505	Nizhegorodkurort	Drawing a voucher for a tour to Nizhny Novgorod region for two.
<b>16.40-17.40</b> Conference Hall#2	Head Hunter	Report: “Overview of the labor market in tourism”
<b>16.40-17.40</b> Exhibition Hall#4 Conference Hall#5	LIGHTSOFT	Client flow increasing guaranteed! High level of regular tourists’ loyalty. It is not a myth, it is efficient online sales!

## 19 SEPTEMBER

Time and Place	Organizer	Event
<b>10.00-13.00</b> Exhibition Hall#4 Stand #4F201	“Karabikha” Nokolay Nekrasov State Literary and Memorial Museum and Reserve	<u>Lottery: “Nekrasov Experts”</u>
<b>10.00-16.00</b> Conference Hall#3	Euroexpo LLC (exhibition organizer Supported by: Voroshilova and Partners internet agency, Sponsor of the conference: Avia Centre Ltd	<u>Conference: “Modern IT tools for travel industry”</u>  <u>Moderators:</u> - Irina Voroshilova, co-author of "100% Internet Marketing" book, author of training seminars on Internet advertising for travel agents, director general of “Voroshilova and Partners” internet agency - Natalia Mushkareva, marketing communications specialist with 18-year experience, author of trainings for internet media and advertising agencies, teacher in the Higher School of Economics  <b>09.30–10.00</b> Registration  <b>10.00–13.40</b> <u>Session 1 Основные направления использования IT технологий в туризме</u> Speakers: <b>10.05-10.30</b> - Karina Martirosyan, Business Development Manager: Advertising with ADWords: The Effective way of clients’ searching. <b>10.30-10.50</b> - Alexandra Galtsova, project manager: “Case studies of successful Google technologies applications in travel category” <b>10.50-11.30</b> - Viktor Yakovlev, head of the industrial sales department, Yandex: “Successful work with Yandex advertising network in tourism”  <b>11.30-12.10</b> - Sergey Kokhichko, project manager, Target@Mail.ru: “Efficient ways of tourism brand development and customers attract on example of Mail.Ru Group advertisers” <b>12.10-12.40</b> - Sergey Menshikov, project brand manager: “Odnoklassniki.ru – tourism case studies” <b>12.40-13.40</b>



		<p>- Sergey Bogachev, General Director, Avia Centre: “Success for exporting”</p> <p>- Sergey Bogachev, General Director, Avia Centre; Aleksey Murovtsev, Head of regional solutions portfolio department in Central, Eastern and Southern Europe, Amadeus: “Content Inn by Amadeus: a unique B2B hotel booking system specially designed for travel agencies”</p> <p><b>13.40–14.00</b> Break</p> <p><b>14.00 –16.30</b> <u>Session 2: Social networks in tourism</u></p> <p>Speakers:</p> <p><b>14.00-14.30</b></p> <p>- Ekaterina Stepanova, Territory Manager Russia, CIS and Eastern Europe, TripAdvisor for Business. «260 million unique visitors a month . How to use the world's largest travel site to your advantage»</p> <p><b>14.30-15.00</b></p> <p>- Irina Voroshilova, general director, Voroshilova and Partners</p> <p>- Alesya Chepeleva, project manager, Voroshilova and Partners: How to get clients from Facebook. Cases.</p> <p><b>15.00-15.30</b></p> <p>- Artem Kolesnikov Trend Media Agency creative director</p> <p>- Nikolay Sidorkin, Trend Media Agency executive director: “Travel agency promotion through Instagram”</p> <p><b>15.30-16.00</b></p> <p>- Lyudmila Bulavkina, project manager: “Crowdsourcing in tourism”</p> <p><b>16.00-16.30</b></p> <p>- Aleksey Fomin ,executive director, Workle.ru: “New sales channels for tourism products: the experience of creating networks of independent travel agents”</p>
<b>10.00-17.00</b> Exhibition Hall#4 Stand # 4F505	Tourist Information Centre of Nizhny Novgorod	Master class on painting Matreshka dolls and wood carving, photo sessions for visitors with khokhloma throne and big Matreshka doll
<b>10.00-18.00</b> Conference Hall#4	TBG. Travel brands	15 <sup>th</sup> Practical Conference “TBG. Travel brands”
<b>10.00-18.00</b> Exhibition Hall#4 Stand # 4F201	Volzhsky Centre of Culture	Animation performance of live figures of “Soviet Era” of exhibition complex
<b>10.00-18.00</b> Exhibition Hall#4	Tourism Development Department of the Ministry	Presentation of Tula Region: tourism attractions, programmes for autumn-winter season. All visitors will be welcomed with tea made in Tula Samovar, Tula gingerbread and Belyev pastille tasting

Stand # 4F801	of Culture of Tula Region	
<b>10.30-11.00</b> Exhibition Hall#4 Stand # 4F201	Vostochny Express	Video presentation of “Trip to the USSR” and “Rybinsk – Cinema”
<b>11.00</b> Exhibition Hall#4 Stand #4B1101	Avia Centre	Drawing of flight tickets of MAU
<b>11.00</b> Exhibition Hall#4 Stand # 4F505	Infoflot Cruise Company	Drawing of a voucher for an “Infoflot-Moscow” river cruise
<b>11.00-15.00</b> Conference Hall#2	The Commission on youth and youth tourism of the Public Council of the Federal Agency for Tourism	Round table: “Children’s and youth tourism in Russia: problems and solutions”
<b>11.00 -15.30</b> Exhibition Hall#4, Business area	Association for Assistance to Tourist Technologies	<p><u>Seminar: Information technologies</u></p> <p><b>11.00-11.30</b> Travel agency in Internet.</p> <p><b>11.30-12.00</b> TURY.ru – extensive advertising opportunities for travel agencies, tour operators, incoming operators, hotels, sightseeing, advertising companies, etc.</p> <p><b>12.00-12.30</b> Smart automaton! Integration modules for tour operators.</p> <p><b>12.30-13.00</b> Integrated automation of a travel agency.</p> <p><b>13.00-13.30</b> How to open or buy a travel agency</p> <p><b>13.30-14.00</b> Specifics of e-tickets online sales in the tourist market: practice and trends. EDS “Info-Port” opportunities.</p> <p><b>14.00-14.30</b> Bronni.ru services a tool for working with client. New opportunities of the system.</p> <p><b>14.30-15.00</b> Master Agent MAG – your way to success</p>

		<b>15.00-15.30</b> Successful business psychology
<b>11.15-11.40</b> Exhibition Hall#4 Stand #4F201	“Karabikha” Nokolay Nekrasov State Literary and Memorial Museum and Reserve	Presentation of tourist and sightseeing programmes of Karabikha
<b>12.00</b> Exhibition Hall#4 Stand # 4F505	“Diveevskaya Sloboda” Hotel	Drawing of a vouchers and discounts for staying in “Diveevskaya Sloboda” Hotel
<b>12.00</b> Exhibition Hall#4 Stand #4B1101	Avia Centre	Drawing of flight tickets of Air Europe
<b>12.00 -12.15</b> Stage in the Registration Hall	Argentina National Tourism Office	<u>Dancing programme:</u> “Argentine tango”
<b>12.00-12.30</b> Exhibition Hall#4 Stand #4F201	Tourism Agency of Yaroslavl Region	<u>Presentation:</u> “Yaroslavl Region: discover the real Russia”
<b>12.00 -13.00</b> Exhibition Hall#2 Lounge area	Jet Travel	Travelling to Europe with Jet Travel. Calendar of interesting events
<b>13.00</b> Exhibition Hall#4 Stand # 4F505	Tourist Information Centre of Nizhny Novgorod	Drawing of a voucher for “Adventure Land” Active Leisure Centre (Nizhny Novgorod region, Bogorodsky District)
<b>13.00</b> Exhibition Hall#4 Stand #4B1101	Avia Centre	Drawing of flight tickets of Korean Air
<b>13.00 -13.15</b> Stage in the Registration Hall	Argentina National Tourism Office	<u>Dancing programme:</u> “Argentine tango”
<b>13.00-14.00</b> Exhibition Hall#2 Lounge area	Travelogiya travel journalism school	Master class: Food journalism. How to write a “tasty” text about gourmet tours. Presenter: Julia Shchukina, travel journalist, founder of Travelogiya travel journalism school
<b>13.00-13.30</b>	Pribrezhny-Yarburg Park	Presentation and prize drawing of Pribrezhny-Yarburg Park Hotel

Exhibition Hall#4 Stand # 4F201	Hotel	
<b>13.45</b> Exhibition Hall#4 Stand #4B1101	Avia Centre	Drawing of flight tickets of Lufthansa Group
<b>14.00</b> Exhibition Hall#4 Stand # 4G701	Tourism Board of Slovakia	Slovak wine tasting accompanied by a professional sommelier
<b>14.00</b> Exhibition Hall#4 Stand # 4F505	Nizhegorodkurort	Drawing a voucher for a tour to Nizhny Novgorod region for two
<b>14.00</b> Exhibition Hall#4 Stand # 4C601	Mouzenidis Travel	We will tell you what furs you can find in Greece, how to choose a fur coat, peculiarities in choosing fur products, how to keep the fur coats, etc. After the master class we will raffle off a Greek fur coat from Kastoria! Master class will be presented by certified specialist Eugenia Shek
<b>14.00-14.30</b> Exhibition Hall#4 Stand # 4F201	Vostochny Express	Video presentation of “Trip to the USSR” and “Rybinsk – Cinema”
<b>14.00-14.30</b> Exhibition Hall #2 Lounge area	Rogaska Medical Center	Application of modern SPA & HEALTH programmes on example of Rogaska Medical Center. Weight loss and body shaping by using Donat Mg mineral water
<b>14.00 -15.00</b> Exhibition Hall#4 Conference Hall #5	Association of Tour Operators of Russia (ATOR) and the department for Tourism and Culture Board of Abu Dhabi	Attestation of travel agents on Abu Dhabi. ATOR holds a pre-attestation webinar on 9 September 2013, as well as seminars on Abu Dhabi stand at Otdykh/Leisure exhibition. The trainings will be followed by the final written exam on the Abu Dhabi tourism features.
<b>14.00 -15.00</b> Stage in the Registration Hall	Indonesia – Ministry of Tourism of Indonesia	<u>Dancing programme:</u> «National dances»
<b>14.30</b> Exhibition Hall#4 Stand #4B1101	Avia Centre	Drawing of flight tickets of Aigle Azure
<b>15.00</b> Exhibition Hall#4	The Government of Stavropol Territory, the	Mineral waters tasting of the specially protected Caucasian Mineral Waters eco-resort

Stand # 4F102	Ministry of Resorts and Tourism	
<b>15.00 -15.15</b> Stage in the Registration Hall	Argentina National Tourism Office	<u>Dancing programme</u> : “Argentine tango”
<b>15.20 -16.20</b> Conference Hall #2	Federal Agency for Tourism Channel One Worldwide Network	Russian tourists’ preferences review and presentation of Channel One new hotel project. Speakers: Alexander Radkov , Head of the Federal Agency for Tourism; Natalia Belyanina, Director of the Commercial Directorate, Channel One Worldwide Network
<b>15.20 -17.40</b> Exhibition Hall#4 Conference Hall #5	1001 Tours Travel Agencies Network	Seminar: “9 steps to travel agency owner’s success”. Presenter: Sergey Vatutin, founder of Turizm.Ru, 1001 Tours travel agencies network, TurDelo.Ru training project, co-author of “Profitable Travel Company” and “Business Cloning” books

## 20 SEPTEMBER

Time and Place	Organizer	Event
<b>10.00-12.00</b> Exhibition Hall#4 Stand #4F201	“Karabikha” Nokolay Nekrasov State Literary and Memorial Museum and Reserve	<u>Lottery</u> : “Nekrasov Experts”
<b>10.00-15.00</b> Exhibition Hall#4 Stand # 4F505	Tourist Information Centre of Nizhny Novgorod	Master class on painting Matreshka dolls and wood carving, photo sessions for visitors with khokhloma throne and big Matreshka doll
<b>10.00-16.00</b> Exhibition Hall#4 Stand # 4F801	Tourism Development Department of the Ministry of Culture of Tula Region	Presentation of Tula Region: tourism attractions, programmes for autumn-winter season. All visitors will be welcomed with tea made in Tula Samovar, Tula gingerbread and Belyev pastille tasting
<b>11.00</b> Exhibition Hall#4 Stand #4B1101	Avia Centre	Drawing of flight tickets of MAU
<b>11.00</b> Exhibition Hall#4 Stand # 4F505	Tourist Information Centre of Nizhny Novgorod	Drawing of a voucher for “Adventure Land” Active Leisure Centre (Nizhny Novgorod region, Bogorodsky District)

<b>11.30-12.10</b> Exhibition Hall#4 Business area	Avia Centre	<u>Master class:</u> “Avia Centre: success for exporting”
<b>12.00</b> Exhibition Hall#4 Stand #4B1101	Avia Centre	Drawing of flight tickets of Air Europe
<b>13.00</b> Exhibition Hall#4 Stand #4B1101	Avia Centre	Drawing of flight tickets of Lufthansa Group
<b>14.00</b> Exhibition Hall#4 Stand # 4G701	Tourism Board of Slovakia	Slovak wine tasting accompanied by a professional sommelier
<b>14.00 -15.00</b> Stage in the Registration Hall	Indonesia – Ministry of Tourism of Indonesia	<u>Dancing programme:</u> «National dances»