

Viña del Mar & Santiago, Chile 1-5 September



3rd ICCA Latin American Meeting & 8th Client/Supplier Business Workshop

Final Programme

Monday 1 st September		
Time	Activity Hosted Buyers Venue: Sheraton Miramar	Room
08:30 09:00	Introduction to ICCA and the International Meetings Market in Latin America and the world. <i>Speakers:</i> Santiago González, ICCA Regional Director Latin America	SAUSALITO AB
09:00 09:30	Presentation of Chile as a Meeting Destination. Turismo Chile	SAUSALITO AB
09:30 10:30	Seminar for International Associations, part I <i>Speakers:</i> Mariano Castex, Managing Director MCI Latin America	SAUSALITO AB
10:30 10:45	Coffee Break	FOYER
10:45 12:45	Seminar for International Associations, part II <i>Speakers:</i> Mariano Castex, Managing Director MCI Latin America	SAUSALITO AB
12:50 14:15	Lunch Sponsored by: Turismo Chile	RESTAURANT
14:15 15:45	Five key areas that make a difference in the development of a professional strategic plan for the XXI century. Do you know them? <i>Speakers:</i> Juan José García, ICCA Vice President	SAUSALITO AB
15:45 19:00	City tour, Viña - Valparaíso	PLAN V
20:00 22:00	Welcome Cocktail Sponsored by: Viña del Mar CVB	Mercado del Mar

Tuesday 2nd September

Time	Only registered ICCA Members and Hosted Buyers Venue: Sheraton Miramar	Room
08:45 09:25	Briefing ICCA members and Set-up tables	M.L. BOMBAL B
09:00 09:25	Briefing Hosted Buyers <i>Speaker:</i> Santiago González, Regional Director Latin America, ICCA	SAUSALITO AB
09:30 10:55	Client/Supplier Workshop I	M.L. BOMBAL B
11:00 11:25	Coffee break Sponsored by: INPROTUR	SALÓN
11:30 12:55	Client/Supplier Workshop II	M.L. BOMBAL B
13:30 18:30	Visit to Estancia el Cuadro	Estancia el Cuadro
20:30 22:00	Farewell dinner Sponsored by: Turismo Chile	Restaurant Turri

Wednesday 3rd September

Time	Only registered ICCA Members and Hosted Buyers Venue: Sheraton Miramar	Room
08:30 09:55	Client/Supplier Workshop III	M.L. BOMBAL B
10:00 10:25	Coffee break Sponsored by: INPROTUR	SALON
10:30 12:00	Client/Supplier Workshop IV	M.L. BOMBAL B
12:15 13:45	Lunch	RESTAURANT Sheraton Miramar
14:15 15:30	Open Forum Hosted Buyers	SAUSALITO AB
14:15 15:30	Debriefing ICCA Members	EL PALMAR AB
15:35 16:00	Closing Session	M.L. BOMBAL B
16:00	Departure to Santiago	Sheraton Front Door
20:30 22:00	Dinner Osadia	Restaurant OSADIA

Thursday 4th September

Time	Registered ICCA Members and Observers Venue: NOI HOTEL	Room
08:30	Opening Session	MAYO

08:55		
09:00 09:45	<p>Educational Session I</p> <p>Best Smart Bidding Practices. How a smart bidding strategy will drive you to success.</p> <p><i>Speaker:</i> Juan José García, Barcelo Congresos, Spain.</p>	MAYO
09:50 10:35	<p>Educational Session II</p> <p>Venues and how they need to work with bureaus and other industry players.</p> <p><i>Speaker:</i> Leigh Harry, Tourism Victoria, Australia</p>	MAYO
10:40 10:55	Coffee break	FOYER
11:00 11:45	<p>Educational Session III</p> <p>Panel Session: From Copenhagen to Dubai: how marketing ideas evolve when they cross borders.</p> <p><i>Speakers:</i> Steen Jakobsen, Dubai CVB, Dubai - Alexandra Torres, Greater Bogotá, Colombia – Pablo Sismanian, INPROTUR, Argentina</p>	MAYO
12:15 13:45	<p>Lunch</p> <p>Sponsored by: IMEX Group</p>	FOYER
14:10 14:55	<p>Educational Session IV</p> <p>Managing quality people, creating quality meetings.</p> <p><i>Speaker:</i> Nina Freysen, The Conference Company, South Africa</p>	MAYO
15:00 15:15	Coffee break	FOYER
15:20 16:55	<p>Educational Session V</p> <p>The ethics in the new competition environment.</p> <p><i>Speaker:</i> Arnaldo Nardone, ICCA President, Uruguay</p>	MAYO
17:00 18:00	<p>Educational Session VI</p> <p>The 3rd Wave of Destination Competitiveness</p> <p><i>Speaker:</i> Martin Sirk, ICCA CEO, The Netherlands</p>	MAYO
20:30 22:00	Farewell Dinner	TERRAZA NOI HOTEL
Friday 5th September		
Time	Registered ICCA Members and Observers Venue: NOI HOTEL	Room
09:00 10:30	Business Exchange (Only for registered ICCA Members)	FLORENCIA
10:45 12:30	<p>Latin American Chapter Meeting I</p> <p><i>Speakers:</i> Alexandra Torres, Chapter Chair, Santiago González, ICCA Regional Director Latin America</p>	MAYO
12:40 14:00	<p>Lunch NOI</p> <p>Sponsored by: Turismo Chile</p>	Restaurant El Mestizo
14:15 16:15	<p>Latin American Chapter Meeting II</p> <p><i>Speakers:</i> Alexandra Torres, Chapter Chair, Santiago González, ICCA Regional Director Latin America</p>	MAYO
20:00	Dinner	
	Departure flights	