



Natal, Brazil 1-4 September 2015

4th ICCA Latin American Meeting & 9th Client/Supplier Business Workshop

31st August

TIME	Activities for Hosted Buyers Venue: Serhs Natal Grand Hotel	ROOM
9:00 - 16:00	Natal Buggy Tour	Serhs Lobby

1st September

TIME	Only registered ICCA Members and Hosted Buyers Venue: Serhs Natal Grand Hotel	ROOM
8:30 - 9:00	Introduction to ICCA and the International Meetings Market in Latin America and the world. Speakers: Santiago González, ICCA Regional Director	Europa
9:00 - 9:30	Presentation of Brazil as a Meeting Destination. EMBRATUR	Europa
9:30 - 10:30	Seminar for International Associations, part I Speakers: Juan José García, ICCA Vice President	Europa
10:30 - 10:45	Coffee Break	Europa
10:45 - 12:30	Seminar for International Associations, part II Speakers: Juan José García, ICCA Vice President	Europa
12:30 - 13:45	Lunch Sponsored by: EMBRATUR	Manary
14:00 - 14:15	Briefing Hosted Buyers	Europa
14:00 - 14:15	Briefing ICCA members	Catalunya
14:15 - 15:40	Client Supplier Workshop I	Catalunya
15:40 - 16:00	Coffee Break Sponsored by: INPROTUR	Catalunya
16:00 - 18:00	Client Supplier Workshop II	Catalunya
20:00 - 22:00	Welcome Cocktail Client Supplier Workshop	Arena das Dunas

2nd September

TIME	Only registered ICCA Members and Hosted Buyers Venue: Serhs Natal Grand Hotel	ROOM
08:00 - 09:55	Client Supplier Workshop III	BOSSA NOVA
10:00 - 10:25	Coffee Break Sponsored by: INPROTUR	BOSSA NOVA
10:30 - 11:50	Client Supplier Workshop IV	BOSSA NOVA
11:55 -12:30	Debriefing ICCA Members	Catalunya
11:55 -12:30	Debriefing Hosted Buyers	Turquesa
12:45 - 13:45	Lunch Sponsored by: Ecuador Ministry of Tourism	Mare Nostro -Serhs
14:00 - 18:30	City tour	Serhs Lobby
20:00 - 22:00	Farewell dinner Sponsored by: Costa Rica Tourism Board	La Brasserie de La Mer

3rd September

TIME	Activities for ICCA members and observers Venue: Serhs Natal Grand Hotel	ROOM
09:00 - 10:30	Business Exchange (only for registered ICCA Members)	Topasio
10:45 - 12:45	Latin American Chapter Meeting Speakers: Alexandra Torres, Chapter Chair, Mauricio Macedo, Deputy Cahir, Pablo Sismanian, Board member, Santiago González, ICCA Regional Director Latin America	Bossa Nova
13:00 - 14:30	Lunch Sponsored by: IMEX	Camarões Potiguar
15:00 - 15:30	Introduction to ICCA educational Program Speakers: Santiago González, ICCA Regional Director Latin America	Bossa Nova
15:30 - 16:30	Thinking outside the box – Is our team ready for that? Speakers: Linda Pereira, CPL Events - Portugal	Bossa Nova
16:30 - 17:30	How to Make best use of ICCA and its tools beyond the database Speakers: Juan José Garcia, ICCA Vice President	Bossa Nova
20:00 - 22:00	Farewell Dinner	Tapiro Grill - Serhs

4th September

TIME	Activities for ICCA members and observers Venue: Serhs Natal Grand Hotel	ROOM
8:30 – 18:30	Bidding Workshop Speakers: Arnaldo Nardone, ICCA Past President – Alexandra Torres, ICCA Chapter Chair	Bossa Nova
20:00 - 22:00	Farewell Party Sponsored by: Dominican Republic	Ocean Palace



ICCA

Latin American Chapter