

## CONFERENCES AND WORKSHOPS ATEST 2018

| WORKSHOPS 15 FEBRUARY 2018 |                                  |   |             |
|----------------------------|----------------------------------|---|-------------|
| DAY                        | PANEL                            | TOPICS  | TYPE        |
| 15-FEB<br>10.00-11.00      | <b>Market intelligence</b>       | <ul style="list-style-type: none"> <li>-Do we know the demand of responsible and slow tourism? : the answers from the market intelligence</li> <li>-New client profiles and new trends</li> <li>-Demand and potential for green destinations</li> <li>-The role of the sustainability certifications</li> <li>-The answer from market intelligence</li> </ul> | Round-table |
| 15-FEB<br>11.30-13.00      | <b>Experiential tourism</b>      | <ul style="list-style-type: none"> <li>-Creating new tourist experiences: living and interpreting the local heritage</li> <li>-How to communicate and attract based on experiences</li> <li>-Food &amp; wine tourism: the experiential tourism <i>par excellence</i></li> </ul>   | Workshop    |
| 15-FEB<br>14.30 -16.00     | <b>Marketing &amp; promotion</b> | <ul style="list-style-type: none"> <li>-How to adapt to the innovations of promotion and distribution channels: blogs, online platforms for individual travelers, special interest travel agencies, travel megastores</li> </ul>  | Workshop    |
| 15-FEB<br>14.30-16.30      | <b>New technologies</b>          | <ul style="list-style-type: none"> <li>-Providing better experiences to the visitors: the options from the technology advances</li> <li>-From E-marketing to augmented reality</li> <li>-How to market the slow and responsible tourism online: new profiles, new paths</li> <li>-Online Branding and online reputation</li> </ul>                            | Workshop    |

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| <b>WORKSHOPS 16 FEBRUARY 2018</b> |   |   |             |
|-----------------------------------|---|---|-------------|
| <b>DAY</b>                        | <b>PANEL</b>                            | <b>TOPICS</b>   | <b>TYPE</b> |
| 16-FEB<br>10.00-11.00             | <b>Product Development</b>              | -How to develop competitive products in wine and gastro tourism: linking the landscape and the consumer<br>-Adaptation of the tourism products and services to specific demand requirements   | Round table |
| 16-FEB<br>11.30-13.00             | <b>Marketing &amp; promotion</b>        | -How to adapt to the innovations of promotion and distribution channels: blogs, online platforms for individual travelers, special interest travel agencies, travel mega stores   | Workshop    |
| 16-FEB<br>10.00-13.00             | <b>Rural development</b>                | -New challenges, old traditions: product and market opportunities for the rural areas<br>-How to combine tourism and agriculture production<br>-How to improve the image of rural areas<br>-Responsible tourism and rural development: mining for new professions | Conference  |
| 16-FEB<br>14.00-15.00             | <b>Tourism &amp; Environment</b>        | -Slow tourism and environmental impact: the view from the science<br>-Tourism activity and climate change: working for a sustainable future   | Workshop    |
| 16-FEB<br>15.30-17.30             | <b>Environment &amp; sustainability</b> | -Organic: the right alternative for companies and conscious consumers<br>-Climate change, agricultural production and landscape<br>-Biodiversity  | Conference  |

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