

## CONFERENCES AND B2B MEETINGS AGENDA

29 - 30 November 2019 r.

Targi Kielce Congress Centre 1 Zakładowa Street

<b>FRIDAY, 29 November 2019, time:10.00</b> <b>CONFERENCE, LAMBDA + KAPPA conference hall</b>	
<b>9.00 - 9.45</b>	<b>Conference participants registration</b>
<b>10.00 - 10.40</b>	<b>Gala opening of the conference, official addresses of the representatives of:</b> Ministry of Sport and Tourism, Polish Tourist Organization, Polish Academy of Sciences, Świętokrzyskie Voivodeship self-government and the Partner Country / region
<b>10.40 - 11.00</b>	<b>Brand capital vs the tourism business sector's development</b> <i>Wioletta Kamińska PhD. Hab., Professor at UJK Jan Kochanowski University in Kielce</i> <i>Małgorzata Wilk-Grzywna, Świętokrzyskie Voivodeship Regional Tourist Organization</i>
<b>11.00 - 11.30</b>	<b>Styria The Green Heart of Austria</b> <i>Claudia Flatscher, General Director, Tourism Region Hochsteiermark - Upper Styria; Mario Christian Gruber, General Director, Tourism Region Thermen und Vulkanland - Spa Country Styria; Thomas Brandner, General Director, Tourism Region Süd &amp; Weststeiermark -Southwest Styria</i>
<b>11.30 - 11.50</b>	<b>Experience as an effective tool for the destination's tourist offer managing</b> <i>Piotr Lutek, Synergia LLC, Lublin</i>
<b>11.50 - 12.10</b>	<b>Regions' external liaisons as the basis for the territorial brand promotion</b> <i>Professor Tomasz Komornicki PhD. Hab., Polish Academy of Sciences in Warsaw</i>
<b>12.10 - 12.30</b>	<b>Environment potentials and ecosystems' cultural benefits as territorial brands creating factors</b> <i>Full Professor Marek Degórski PhD. Hab., Polish Academy of Sciences in Warsaw</i>
<b>12.30 - 12.50</b>	<b>COFFEE – BREAK</b> (press conference, SIGMA hall, 12.30-12.50)
<b>12.50 - 13.10</b>	<b>The health tourism destinations' visual identification process: Lessons learnt in Poland</b> <i>Adrian Lubowiecki - Vikuk PhD., SGH Warsaw School of Economics</i>
<b>13.10 - 13.30</b>	<b>Short-term tourist rental in the local stakeholders' opinion and tourist rental role for place brand management</b> <i>Bartłomiej Walas PhD., HEI of Tourism and Ecology in Sucha Beskidzka</i>
<b>13.30 - 13.50</b>	<b>The Świętokrzyskie Voivodeship - the region's territorial tourist brand creation - the case study</b> <i>Janusz Majewski PhD., University of Life Sciences in Poznan</i>
<b>13.50 - 14.10</b>	<b>Poland's tourist destination image - Russia's perspective</b> <i>Wioletta Kamińska PhD. Hab., Professor at UJK Jan Kochanowski University in Kielce</i> <i>Miroslaw Mularczyk PhD. Hab., Professor of UJK Jan Kochanowski University in Kielce</i>
<b>14.10 - 14.25</b>	<b>Striped flint - the Świętokrzyskie region's treasure and the hidden image potentials for the Świętokrzyskie region tourism enhancement</b> <i>Monika Knefel PhD, Chamber of Commerce "The Circle of Health Tourism", Kielce</i>
<b>14.25 - 14.45</b>	<b>Ukraine's green rural tourism brand: the development stages analysis and functional problems</b> <i>Lidiya Dubis PhD. Hab., John Paul II Catholic University of Lublin</i> <i>Jurij Zińko PhD., Ivan Franko National University of Lviv, the deputy president of the Ukraine's Green Tourism Company</i>
<b>14.45 - 15.00</b>	<b>Business tourism – the flywheel of the region's economy on the example of Styria in Austria</b> <i>Roland Kulig, expert in the field of supra-regional cooperation, Opole</i>
<b>15.00 - 15.45</b>	<b>LUNCH, DELTA + TETA ROOMS</b>



<b>FRIDAY, 29 November 2019</b> <b>B2B meetings, KAPPA conference hall</b>	
<b>15.30 - 17.00</b>	<b>B2B Meetings</b>
<p><b><u>B2B Meetings</u></b></p> <p>Representatives of hotel facilities and tourist attractions managers as well as tourist offices which want to expand distribution channels for their offer are the target audience. The workshop will be attended by over 15 offices' representatives which have demonstrated their interest in the Świętokrzyskie Region. These travel entities are particularly willing to introduce pro-health and active tourism elements into the offer (including other forms of eco and agro tourism).</p>	
<b><u>SATURDAY, 30 November 2019</u></b> <b>DISCUSSION PANEL</b> <b>LAMBDA conference room</b>	
<b>10.00 - 12.00</b>	<b>I DISCUSSION PANEL</b>
<p><b>10.00 - 12.00 - I Discussion panel</b></p> <p>This conference part is a moderated discussion panel preceded with two or three presentations (20 minutes each). The discussion panel's objective is to put forward practical conclusions on how to strengthen territorial brands. The first conference day's issues will see a continuation in the course of the discussion. The conference will also see the recapitulation of the activities series within the framework of the "<i>Świętokrzyskie, a strong territorial brand - a series of analytical and development activities. Case study - Polish regional and local brands creation and enhancement</i>" implemented by the Regional Tourist Organization of the Świętokrzyskie Voivodeship, co-financed by the Ministry of Sport and Tourism.</p>	
<b>12.00 - 12.30</b>	<b>COFFEE-BREAK</b>
<b>12.30 - 13.30</b>	<b>II DISCUSSION PANEL</b>
<p><b>12.30 - 13.30 - II Discussion panel</b></p> <p>The panel continuation. Conclusions and recommendations related to the conference.</p>	



*The conference invitation will be sent to the address indicated on the registration form. Please contact the conference reception desk located in the Targi Kielce Congress Centre, at the KAPPA conference hall entrance - your invitation will be replaced with a personalised ID which grants the expo access.*

***The conferences and B2B meetings participation is free of charge.***

*The organisers cover the following costs:*

- *conference materials package*
- *coffee breaks and lunch on 29 November 2019 and coffee break on 30 November 2019.*

*Travel and other participation-related costs are not covered by the organisers and are thus the sole responsibility of the participant.*

***Important information:***

- *The organisers guarantee free admission to fair grounds and the expos held herein on 30 November and 1 December 2019:*
  - *The 11th International Fair of Rural and Active Tourism AGROTRAVEL & ACTIVE LIFE*
  - *The 4th International Health and Beauty Expo HEALTH & BEAUTY*
  - *The 8th International Artistic Handicrafts Exhibition*
  - *The 2nd Ecological Products Exhibition ECO-STYLE*
- *The organisers reserve the right to introduce changes to the conferences and workshops program for reasons beyond their control.*

*The conferences and workshops organisation is co-financed from the state budget of the Ministry of Sport and Tourism as part of the project "Świętokrzyskie, a strong territorial brand - a series of analytical and development activities. Case study - Polish regional and local brands creation and enhancement."*