



CONFERENCES AND WORKSHOPS ATEST 2018

Workshops: 90 minutes intensive training session by two experts on the topic

Round-Table: 1 hour moderated panel discussion between 3-4 experts plus Q&A session

Conference: 2,5 hours with keynote, 3-4 presentations, panel discussion, and Q&A session

Thursday 15th February

10.00-11.00

Round table: **Market intelligence**

Moderator: **Josè Maria de Juan Alonso**, *Koan consulting*

Topics:

Answers from the market intelligence:

- Do we know the demand of responsible and slow tourism?
- New client profiles and new trends
- Demand and potential for green destinations
- The role of the sustainability certifications
- The answer from market intelligence

Speakers:

Maria Laura Gasparini - *Green Destinations- Netherlands*

Roberta Garibaldi - *WFTA World Food Travel Association*

Adriana Juan - *Expert and Consultant in Slow and Sustainable Tourism-Spain*

10.30-11.30

Workshop: **Youth Associations and Youth mobility**

Topics:

- Presentation AEGEE
- Presentation project and documentary *The Green Wire*
- Presentation Summer University and Europe on Tracks projects
- Youth Mobility
- Presentation of the IDEATE project results on Tourism Careers and mobility for young people

Speakers:

AEGEE-bergamo e AEGEE-Brescia - *Association des États Généraux des Étudiants de l'Europe*

Alfredo Amadori - *Project "The Green Wire"*

Klaus Ehrlich - *General Secretary EuroGites*

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11.30–13.00

Workshop: **Experiential Tourism**

Topics:

- Create new tourist experiences: living and interpreting the local heritage
- How to communicate and attract based on experiences
- Food & wine tourism: a case *par excellence* of experiential tourism

Speakers:

Nuria Mohedano - *Interpret Europe- Caminos del Guadiana Ecoturismo*

Marina Cruz - *Koan Consulting- Spain*

Klaus Ehrlich - *General Secretary EuroGites*

Alessandra Gesuelli - *GIST- Gruppo Italiano Stampa Turistica*

14.30-16.00

Workshop: **Marketing & Promotion**

Topics:

- How to adapt to the innovations of promotion and distribution channels: blogs, online platforms for individual travelers, special interest travel agencies, travel megastores
- Online Branding and online reputation

Speakers:

Angela Rodriguez - *Travindy- Spain*

Josè Maria de Juan Alonso - *Koan Consulting – Spain*

Giacomo Adreani - *Expirit- L'Italia Autentica*

14.30-16.30

Workshop: **New Technologies**

Topics:

- Providing better experiences to the visitors: the options from the technology advances
- From E-marketing to augmented reality
- How to market the slow and responsible tourism online: new profiles, new paths

Speakers:

Jimmy Pons - *Expert and Consultant in Innovation for Companies-Spain*

Klaus Ehrlich - *General Secretary Eurogites*

Adriana Juan - *Expert and Consultant in Slow and Sustainable Tourism- Spain*

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Friday 16th February

10-00-11.00

Round table: **Product Development**

Moderator: **Josè Maria de Juan Alonso**, *Koan consulting*

Topics:

- How to develop competitive products in wine and gastro tourism: linking the landscape and the consumer
- Adaptation of the tourism products and services to specific demand requirements

Speakers:

Josè Antonio Vidal - President AEE - *Asociación Española de Enoturismo*

Rotta dei fenici/ITER VITIS - *European Cultural Routes*

Adriana Juan - *Expert and Consultant in Slow and Sustainable Tourism- Spain*

10.00-11.00

Round Table: **Rural Development**

Moderator: **Klaus Ehrlich**, *General Secretary EuroGites*

Topics:

- Old traditions, new chances: product and market opportunities for rural areas
- How to make agriculture production benefit from tourism
- How to improve the image of rural areas
- Responsible tourism and rural development: new career opportunities

Speakers:

Melissa Moralli - *ITACA Festival of Responsible Tourism*

Nuria Mohedano - *Interpret Europe- Caminos del Guadiana Ecoturismo*

Valeria Klitsounova – *Belarussian Association “Country Escape”*

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Angela Rodriguez - *Travindy- Spain*

Jimmy Pons - *Expert and Consultant in Innovation for Companies- Spain*

Josè Maria de Juan Alonso - *Koan Consulting- Spagna*

11.00-12.30

Round Table: **Environment & Sustainability**

Moderator: **Giorgio Vincenzi**, *Journalist*

Topics:

Climate change, agricultural production and biodiversity

- Climate change: how much will it cost to the agricultural sector?
- Biodiversity
- Biodiversity and food
- Sustainable tourism in the rural areas

Speakers:

Geremia Gios - *Professor of Agricultural Economics- Economics Department University of Trento*

Paolo Valoti- *CREA- Consiglio per la Ricerca in Agricoltura e l'Analisi dell'Economia Agraria*

Maria Laura Gasparini - *Green Destinations- Netherlands*

11.30-12.30

Spiritual Tourism

Topics:

Meditation and reflection places

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16.30-18.30

Conference: **Environment & Sustainability**

Moderator: **Giorgio Vincenzi**, *Journalist*

Topics:

Organic: the right alternative for companies and conscious consumers

- Market perspectives for the organic sector
- Organic Agriculture: a way to increase competitiveness
- Organic as a model for sustainable agricultural systems

Speakers:

Stefano Frisoli - *AIAB Lombardia*

Gianfranco Caoduro - *President of the World Biodiversity Association onlus*

Friday 16 February 2018

10.00 – 13.00

B2B WORKSHOP

Meetings with 35 buyers (groups and associations) from Northern Italy and tour operators, who want to discover new realities, destinations and touristic products.

[Click here](#) to participate!

Website: <http://www.agritravelexpo.it/>

Facebook: <https://www.facebook.com/AgrieSlowTravelExpo/>

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