11.45 - 12.15  Case study introducing the panel:
    Alen Bošković
    Dubrovnik: Run the Wall

12.15 - 13.45  Panel IV: OUTDOOR SPORTING EVENTS
    – WHO ARE THEY REALLY FOR?

Moderator: Szymon Gatlik, runner, Food&Travel

Panelists:
- Jolanta Żyśko, Rector of Main School of Tourism and Hospitality Vistula, Warsaw
- Alen Bošković, Event Director, Du-Motion, Runner’s Days, Dubrovnik
- Diana Rybachenko, Director Marketing & Communication, RunCzech, Prague
- Benedetta Gagna, Marketing and Communication Manager, Maratona di Ravenna Città d’Arte
- Łukasz Pandl, journalist/running commentator, marathon runner, Warsaw
- Marcin Herra, President, Arena Operator, Gliwice
- Krzysztof Kowal, Director, Sports Infrastructure Management Board, Kraków
- Anton Taranenko, CEO, Kyiv Tourism Association

Themes:
- Marathons and cycling races in historical cities; where should they be located?
- Open-air events; challenges and benefits
- Managing events held in public spaces
- Residents vs. mass outdoor sporting events. How to communicate?
- Is the attractiveness of the city important for the participants?

13.45 - 13.55  Conference wrap-up
14.00  Lunch
# Conference programme:

### 11 March 2020

**9.00 - 9.50** Registration

**9.50 - 10.00** Words of welcome: Jacek Majchrowski, Mayor of Kraków

**10.00 - 10.15** Introductory presentations:

- James Rees, President of International Congress and Convention Association – ICCA
  - Contemporary challenges of the meetings industry
- Jerzy Hausner, Cracow University of Economics
  - Tourism in the social spacetime of the city
- Bartłomiej Walas, Department of Tourism, Municipality of Kraków
  - Premium tourist and their needs

**10.15 - 10.35** James Rees, President of International Congress and Convention Association – ICCA

**10.35 - 10.55** Jerzy Hausner, Cracow University of Economics

**10.55 - 11.10** Bartłomiej Walas, Department of Tourism, Municipality of Kraków

**11.10 - 11.30** Coffee break

**11.30 - 12.00** Case study introducing the panel: Olivier Henry-Biabaud

**12.00 - 13.30** **PANEL I: MANAGING TOURIST EXPERIENCE**

**Moderator:** Piotr Zmyślony, Poznań University of Economics and Business

**Panelists:**
- Adam Mikołajczyk, Chairman, Best Place – European Place Marketing Institute, Warsaw
- Olivier Henry-Biabaud, CEO, TCI Research, Brussels
- Jeremy Cooker, VP, Marketing and Special Projects, New Orleans Tourism Marketing Corporation
- Marcin Maczyński, Vice-President, Chamber of Commerce of the Polish Hotel Industry
- Vladimir Beroun, Public Policy Lead, Airbnb CEE, Berlin
- Łukasz Wysocki, Chairman of the Board, Gdańsk Tourism Organization
- Miłosz Momot, Deputy Head of Unit, DG Internal Market, Industry, Entrepreneurship and SMEs, European Commission

**Themes:**
- Managing reputation and experience of a destination. Online reputation management
- How to identify visitor and resident experience?
- Visitor journey map/visitindex
- Luxury vs. mass tourists
- Designing experiences in cities – urban leisure formats
- Applying the concept of staging recreational experiences to event planning
- Database-based strategies (data-driven tourism strategies)

**13.30 - 14.30** Lunch

**14.30 - 15.00** Case study introducing the panel: Pierre Forond

**15.00 - 16.30** **PANEL II: THE CITY OF FESTIVALS OR THE FESTIVAL CITY?**

**Moderator:** Robert Piaskowski, Plenipotentiary of the Mayor of Kraków for Culture

**Panelists:**
- Kevin Donnelly, City of Montréal – Festivals
- Pierre Forond, General Director, Partenariat du Quartier des Spectacles, Montreal
- Krzysztof Maj, General Director of Culture Zone, Wrocław
- Serene Lim, Director, Policy and Planning, National Arts Council, Singapore
- Julia Armour, Director of Festivals Edinburgh
- Cezare Torre, Director, Department for Territorial Marketing, City Promotion and Cultural Activities, Genoa

**Themes:**
- Festival-based city positioning strategies
- Are festival guests premium tourists?
- Festival or place brand; which should we focus on?
- Economic impact of music festivals
- Festivals and identity of historical cities
- Residents or visitors; who are festivals really for?

**16.30** Closing of the first day

**20.00** Welcome reception, Gallery of the 19th-Century Polish Art in the Cloth Hall (Sukiennice)

### 12 March 2020

**9.00 - 9.15** Coffee

**9.15 - 9.45** Case study introducing the panel: Lenka Žlebková

**9.45 - 11.15** **PANEL III: CONGRESS AT ANY COST?**

**Moderator:** Krzysztof Celuch, Celuch Consulting

**Panelists:**
- James Rees, President of International Congress and Convention Association – ICCA
- Paula Fanderowska, President, Polish Conference & Congress Association
- Carlotta Ferrari, President, Convention Bureau Italia, Director of Florence Convention&Visitors Bureau
- Lenka Žlebková, Director of Sales & Marketing - Prague Congress Centre
- Jadwiga Berbeka, Cracow University of Economics
- Anna Górska, Business Development Director EXPO XXI Warsaw, Vice-President of Polish Conference & Congress Association, Gdańsk
- Anna Jędrocha, President of the Board, Symposium Cracoviense, Kraków

**Themes:**
- What venues make historical cities so magnetic?
- Commercialising tangible heritage; where are the limits?
- City vs. visitor; who matters more? How to sell the city: cheap or expensive?
- Specialisation and academic brand; how do they impact a city’s competitive capacity?
- Return on investment. Who really gains? What are its real value and meaning?
- One 10,000 pax congress or ten 1000 pax congresses? Who prefers what?

**11.15 - 11.45** Coffee break