



#SilkRoadNOW: Sharing the Experience!

A Silk Road Social Media Seminar organized by UNWTO, WTM and Travel Perspective

Tuesday, 8 November 2016, 10.00-11.30

Platinum Suite 1

In today's interconnected world, no marketing campaign can do without social media. While some destinations have incorporated social media into their marketing tool-kit, others are abandoning traditional methods altogether to focus exclusively on the benefits of social media marketing. As for the Silk Road, a region home to unique cultural heritage and magnificent sceneries, the promotional opportunities arising from social media platforms are immense. This year's seminar will focus on the potential of social media campaigning and its role in promoting sustainable tourism practices along the historic routes.

To register for this seminar [click here](#). For more information, contact silkroad@unwto.org

Please note that admission to World Travel Market is for registered industry representatives only with valid accreditation to enter the WTM. For information on how to register for WTM London, please visit: <http://www.wtmlondon.com/registration/>

10:05-10:20

Official Welcome and UNWTO Silk Road Programme Overview

Official Welcome

Mr. Zhu Shanzhong, Executive Director, World Tourism Organization (UNWTO)

Progress on the Silk Road and Opportunities for the Future

Ms. Alla Peressolova, Head, UNWTO Silk Road Programme

This presentation will show how UNWTO is working with 33 countries to foster sustainable development of tourism along the Silk Road, a review of the key milestones achieved over the last years, and the forthcoming activities of the Silk Road Programme. As the Silk Road continues to attract increasing global attention, the presentation will look at what is in store for the future with regards to brand positioning, transnational route development and local tourism growth.

10:20-11:30

Panel Debate: the power of social media campaigning and its role in promoting sustainable tourism development

Moderator: Mark Frary, Co-Founder, Travel Perspective

The panel will assess the potential of social media campaigning and the role of social media in promoting sustainable tourism development. The panel discussion will be preceded by brief introductions/ presentations from the following panelists:

- Polytimi Vrachati, Head of Publications & Audiovisual department, Greek National Tourism Organisation
- Alyona Strauss, Head of MICE department, Ak-Sai Travel
- Christoph Santner & Christine Papadopoulos, Founders of Nomadical.org, a project of RealMakers.org
- Maja Buic, London Office Representative, Croatian National Tourism Board

A Q&A session will follow the panel discussion.