



## GUIDELINES SILK ROAD TOUR OPERATORS FORUM SPEED-NETWORKING SESSION

As part of the Tour Operators Forum, private sector stakeholders will have the opportunity to promote their Silk Road products and/or ideas on how to improve tourism development along the historic Silk Road routes. Everybody with an interest in Silk Road tourism is invited to participate, although innovative proposals of transnational nature or focused on experiential travel will be highly welcomed. As detailed in the programme, the speed-networking session will run for approximately 45 minutes. As to the specific guidelines:

- **3-minute presentation time, with an additional 2-minutes for audience questions/ feedback**
- Interventions must be in **English**. There will be no interpretation at the event.
- A maximum of **3 PowerPoint slides** will be allowed. Presentations must be sent to [silkroad@unwto.org](mailto:silkroad@unwto.org) by no later than **2 March 2018**.
- Participants must previously register with the UNWTO Silk Road Programme at [silkroad@unwto.org](mailto:silkroad@unwto.org)
- The UNWTO Silk Road Programme is in charge of ordering the interventions
- Presentations will be delivered standing: there will be a lectern on the podium next to the seats

## YOUR PRESENTATION

### Topic:

Private sector stakeholders will have the opportunity to promote their Silk Road products and/or ideas on how to improve tourism development along the historic Silk Road routes. Topics may include:

- Presentation of Silk Road products / tour packages, especially innovative proposals in the areas of transnational collaboration and experiential travel
- Silk Road key interests and needs: call for partners for developing joint itineraries, products, etc.
- Idea(s) and/or project proposals that you would like to share with the rest of participants
- Idea(s) and/or proposals supportive to the development of the Silk Road as a transnational tourism route

Kindly note that the UNWTO Silk Road Programme must receive the presentation by no later than 2 March. The UNWTO Silk Road Programme is responsible for the content of the session and, as such, may require changes or reject proposals submitted.

### Format:

- Presentations should be saved in .ppt-format
- JPG-format for pictures is preferred
- Please inform us in advance if you plan to show a short video-clip during your presentation. If so, video files should be (.wmv), (.avi) or (.mpg)
- Please bear in mind that Apple Quicktime formats such as MOV, QT, MP4, or DV files are NOT supported in Windows PowerPoint.
- The template to be used can be downloaded [here](#)

**Additional:**

- Presentation Deadline: Please send your PPP to [silkroad@unwto.org](mailto:silkroad@unwto.org) by no later than **2 March 2018**
- Please bring a copy of your presentation on a USB-stick just in case there are unforeseen technical problems on the day
- The use of your own laptop for the presentation is not possible

**Benefits:**

As part of the speed-networking session, the audience/ participants will be able to vote the best presentation, product or idea brought forward. The presentation with the most votes will benefit from a promotional package designed by the UNWTO Silk Road Programme. The benefits will include, among others, a week-long promotion on the UNWTO Silk Road Programme website and promotion via Silk Road Programme social media accounts. Also, tour operators and invited stakeholders are kindly invited to distribute promotional material during the forum.