**Draft Programme**

UNWTO Communication, Media & Tourism Training in Africa  
(13-15 November 2023, Victoria Falls, Zimbabwe)

**Monday, 13th November 2023**

- **9:00** Opening
  
  Welcome remarks
  
  » Ms. Winnie Muchanyuka, CEO, Zimbabwe Tourism Authority (ZTA)
  
  » Ms. Elcia Grandcourt, Director, UNWTO Regional Department for Africa

  **Keynote Address**
  
  » Hon. Barbara Rwodzi (MP), Minister of Tourism and Hospitality Industry, Republic of Zimbabwe

- **09:40** Overview and Introduction
  
  » Mr. Marcelo Risi, Director, UNWTO Communications Department

- **10:00** Field Trip (locations tbc)
  
  1. Community focus
  2. Wildlife focus
  3. Nature focus

- **15:00** Lunch

- **16:30** Setting the Framework
  
  » Mr. Marcelo Risi, Director, UNWTO Communications Department
  
  - Why Tourism? The role of relevant & meaningful communications
  
  - Scenario for the next two days

- **17:30 – 19:30** Networking Cocktail / Bush Dinner
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Tuesday, 14th November 2023

• 06:00  Tour of the Victoria Falls “Mosi-oa-Tunya” (optional)

• 09:30 – 10:15 Effective Storytelling
  » Ms. Marion Payr, Instagram Content Creator

• 10:20 – 11:05 Tourism for nature, heritage, and communities
  » Mark Kaigwa, Founder, nendo.co.ke (tbc)

• 11:10 – 11:55 Mainstreaming the tourism conversation
  » Mr. David Hewitt, UNWTO Staff Writer

• 12:00 – 12:45 Tech and communications – digital platforms and delivery in times of limited budgets
  » Mr. Michael Collins, TravelMedia.ie

• 12:50 – 13:25 Mingle to create! Distribution of participants into multidisciplinary and multinational working groups

• 13:30  Lunch

• 15:30 – 17:30 Working groups prepare assignments.
  Deliverables:
  - Pitching your tourism story to mainstream media
  - Tourism for development
  - Building and curating media relations
  - Be prepared: Crisis communications

• 19:00  Dinner at The Three Monkeys Restaurant
Wednesday 15th November 2023

Presentation and debates

- **09:30 – 10:15** Pitching your tourism story to mainstream media
  - Commentator: Mr. Kingsley Uranta, Assistant General Manager Operations, Channels TV

- **10:15 – 11:00** Tourism for development
  - Commentator: Ms. Marion Payr, Instagram Content Creator

- **11:00 – 11:45** Building and curating media relations
  - Commentator: Mark Kaigwa, Founder, nendo.co.ke (tbc)

- **11:45 – 12:30** Be prepared: Crisis communications
  - Commentator: Mr. Michael Collins, TravelMedia.ie

- **12:30 – 13:30** Conclusions and recommendations
  - Mr. Marcelo Risi, Director, UNWTO Communications Department

- **13:30 – 14:00** Closing Ceremony
  - Hon. Barbara Rwodzi (MP), Minister of Tourism and Hospitality Industry, Republic of Zimbabwe
  - Ms. Elcia Grandcourt, Director, UNWTO Regional Department for Africa

- **14:00 – 15:30** Lunch at House Zulu

- **15:30** Sunset Cruise