

# Friday, October 7th 2016

Venue: Akureyri Hof Cultural Center, [www.mak.is](http://www.mak.is)

## Leadership and Governance in Sustainable Tourism – Public Conference

8:30	Registration
9:00-9:45	<b>Welcome and Remarks</b> <ul style="list-style-type: none"><li>• <b>Ólöf Ýrr Atladóttir</b>, Director General, Icelandic Tourist Board</li><li>• <b>Ragnheiður Elín Árnadóttir</b>, Minister of Industry and Commerce</li><li>• <b>Silvia Barbone</b>, FEST Director</li><li>• <b>István Ujhelyi</b>, Member of The European Parliament, Video-message</li></ul>
9:45-11:15	<b>KEYNOTE SPEAKERS AND DEBATE - MODERATOR: Hilda Jana Gísladóttir</b> <b>EU Institutions and International Organizations</b> <ul style="list-style-type: none"><li>• <b>Christopher Imbsen</b>, Deputy Regional Director for Europe UNWTO, “2017 as the International Year of Sustainable Tourism for Development”</li><li>• <b>Deirdre Shurland</b>, Senior Consultant, UNEP, “The Windhoek Guidelines in line with to the SDG agenda and the Paris agreement”.</li><li>• <b>Shaun Mann</b>, World Bank, “Designing and delivering sustainable tourism projects for effective results. Example from Albania, Georgia, Macedonia”</li></ul>
11:15	Coffee Break
11:30-12:45	<b>KEYNOTE SPEAKERS</b> <ul style="list-style-type: none"><li>• <b>Seleni Matus</b>, Executive Director, International Institute of Tourism Studies The George Washington University School of Business, “Trends and innovation around sustainable destination management”</li><li>• <b>Dave Randle</b>, Director of the University of South Florida's Florida's Patel College of Global Sustainability, “The Future We Want”</li><li>• <b>Dr. John Hull</b>, Associate Professor of Tourism Management at Thompson Rivers University in British Columbia, Canada and Co-director of the Alliance for Mountain Environments (AME), “Preserving fragile environments for sustainable tourism: Best practice tools from Canada and Iceland”</li><li>• <b>Ingunn Sørnes</b>, Innovation Norway, Special Advisor Sustainable Tourism and Food, “DMOs Roles in building sustainability in destination”</li></ul>
12:45	Lunch
14:15-16:45	<b>KEYNOTE SPEAKERS</b> <ul style="list-style-type: none"><li>• <b>Brandon Presser</b>, Lonely Planet Writer, travel expert, tv host, writer, “Trending in Travel: how to catch the eye of the industry's top players”</li><li>• <b>Ragnhildur Sigurðardóttir</b>, general manager, Snæfellsnes regional park “The Spirit of Snæfellsnes”</li><li>• <b>Rob Holmes</b>, GLP founder, Building brands through storytelling and content strategy, “ROI Case Study: Keys to Successful Content Marketing Campaigns”</li><li>• <b>Tim Williamson</b>, Marketing Specialist, Responsible Travel Director, “Marketing responsible travel”</li><li>• <b>Sören Stöber</b>, Travelife Director, “Certification as a Driver for Sustainable Development”</li></ul>
16:45-17:00	<b>Closing the Conference</b> <ul style="list-style-type: none"><li>• <b>Teodora Marinska</b>, European Travel Commission, “The EU Tourism Manifesto”</li><li>• <b>Ólöf Ýrr Atladóttir</b>, Icelandic Tourist Board, “Akureyri Call for Action”</li></ul>