

Ljubljana Exhibition and Convention Centre, Slovenia, Urška Hall, 26 January



PROGRAMME

- 9:00 – 9:45** Registration
GR - Ljubljana Exhibition and Convention Centre, Dunajska 18, Ljubljana
- Session 1:** Presentations of brands of the Alps–Adriatic region
Moderator: Marjana Lavrič, PR Manager,
GR - Ljubljana Exhibition and Convention Centre
- 10:00** Introductory greetings
Maja Pak, MSc, Director, Slovenian Tourist Board Drago BULC, President of Association of Travel Journalists FIJET Slovenia
- 10:10 – 10:30** Matjaž Kek, Head of Division for communication projects, Government Communication Office, Republic of Slovenia: presentation of Slovenian brand
- 10:30 – 10:50** Martin Doblhammer, MSc, Kärnten Werbung, Marketing & Innovation Management GmbH presentation of Carinthian brand
- 10:50 – 11:10** Gergely Horváth, CEO, Hungarian National Tourist Office: presentation of Hungarian brand
- 11:10 – 11:30** Goran Blažič, Director of the Croatian Tourist Office in Ljubljana: presentation of Croatian brand
- 11:30 – 11:50** Mara-Ira Riolo, Coordination Office ENIT Vienna & Promotion and Eventmanagement: presentation of Italian brand
- 11:50 – 12:10** Coffee break
- Session 2:** Panel Debate – The Perspective of new tourism brand Alpe–Adria
Moderator: Petra Stuček, PR Manager, Ljubljana Tourism
- 12:10 – 12:30** Maja Konečnik Ruzzier, PhD, Faculty of Economics Ljubljana: presentation: Brand Alpe–Adria: Pros and cons
- 12:30 – 12:50** Marina Einspieler-Siegert, MSc, Slovenian Economic Association in Austria, presentation of a cross border project Alpe–Adria: Tu smo doma.
- 12:50 – 13:50** Debate
- Wolfgang Platzer, MSc PhD, Secretary General of the Alps-Adriatic Working Community
 - Marjan Hribar, MSc, Director-General, Tourism and internationalisation Directorate, Ministry of Economy of the Republic of Slovenia
 - Maja Konečnik Ruzzier, PhD, Faculty of Economics Ljubljana
 - Marjana Šulman Lavrič, Futura DDB d.o.o.
 - Rok Klančnik, Director of the Slovenian Tourist Office Benelux

The organiser reserves the right to change the conference programme provided such does not affect the event's overall character.

