



PROGRAMME of the
Sochi International Forum for Tourism
held under the aegis of Sochi Municipal Administration
November 26 – 27, 2015

Sochi city, Main Press Centre, the Imeretinskaya Valley

Within the Forum:

- **XXII International Travel Exhibition “Resorts and Tourism. Season 2015-2016”**
- **Congress “Domestic and Inbound Tourism. New Prospects and Mechanisms for Their Implementation”**
- **Introductory-&-Education Tours Around Sochi Cultural-&-Business Objects**

November, 25

10.00 - 20.00	Arrival and registration of Exhibition and Congress participants. Stands mounting.
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November, 26

10.00 - 18.00	Work of XXII International travel exhibition “Resorts and Tourism. Season 2015-2016”. Work of the congress “Domestic and Inbound Tourism. New Prospects and Mechanisms for Their Implementation”
09.30 - 10.30	Breakfast meeting with Sochi mayor (preliminary registration is needed). <i>Venue: Lobby bar, Main Press Centre.</i>
10.45	Forum and Exhibition opening ceremony. Official greeting of Forum participants and visitors. <i>Venue: ceremonies ground.</i>
11.00 - 11.30	Exposition visitation by officials.
11.30 - 13.00 <i>Conference hall A</i>	Plenary session “Domestic and Inbound Tourism. New Prospects and Mechanisms for Their Implementation”. Moderator’s introductory speech. Report topic: “Domestic And Inbound Tourism Development”. Speaker: Oleg Safonov, Head of the Federal Tourism Agency. Report topic: “Sochi Is Russia Biggest And Most Popular Resort. Season 2015 Results”. Speaker: Anatoly Pakhomov, Mayor of the city of Sochi. Report topic: «Resort Industry Problematics Within Legal Boundaries Through The Example of Krasnodar Region Resorts”. Speaker: Evgeny Kudelya, Minister of resorts and tourism of the Krasnodar region. Report topic: “Mandate Of the President of Russian Federation on Domestic Tourism Development”. Speaker: Sergey Krivonosov, RF State Duma Deputy. Welcome speech. Speaker: Wang Guangliang, Deputy Chief, International Exchange Division, Chengdu Peoples' Association for Foreign Friendship. Report topic: “Experience of Attraction of Chinese and Foreign Tourists in Chengdu, Sichuan Province, China”. Presentation. Speaker: Zhou Haibo, Head of Trade Marketing Department Of Chengdu (P.R. China) Tourism Administration. Report topic: “Summer Results and Next Season Prospects. Have Foreign Destinations Superseded National Resorts”. Speaker: representative of the Ministry of transport. Report topic: “Primary Wellness Tourism And Resorts in Russia”. Speaker: Aleksander Razumov, M.D., professor, Academician of the Russian Academy of Medical Sciences, RF Honored Scientist. Report topic: “Federal Routs As A New Strategy of Domestic Tourism Development Strategy”. Speaker: Maya Lomidze, Russian Tour Operators Association CEO. Report topic: “Trends And Challenges of Touristic Market. Proposals on Its Legal Regulation Improvement”. Speaker: Yury Barzikin, vice-president of Russian Union of Travel Industry/ Sergey Agofonov Report topic: “Package Tours Or Dynamic Packaging. What Will Domestic Tourism Prefer”. Speaker: Ilya Umansky, Director General, national tour operator “ALEAN”.

	<i>Venue: conference hall A</i>
13.15 – 14.00 <i>Conference hall D</i>	Press conference for federal and regional news media. <i>Venue: conference hall D</i>
13.00 - 15.30 <i>Conference hall E</i>	<p>Roundtable Session “Season Results. How to Evaluate Success And How To Replicate It” Moderator’s introductory speech: Irina Turina, Russian Union of Travel Industry press secretary. Report topic: “Season Results: Realized And Unrealized Expectations. Figures And Facts”. Speaker: Federal Tourism Agency representative. Report topic: “Season 2015. Results” Speaker: Oleg Yasuk, Deputy Sochi Mayor. Speaker: Sergey Strelbitsky, Minister of resort and tourism of Republic of Crimea. Report topic: “Hotels vs Tour Operators: Recent Year Changes (Crimea and Krasnodar Region)”. Speaker: Sergey Romashkin, General Director of DELFIN tour operator. Report topic: “Destination Choice. Major Resorts Arrival Statistics”. Speaker: Leonid Sergeev, General Director of Basel Aero company; Heads of Simferopol and Mineralnye Vody airports. Report topic: “2015 Season Statistics”. Speakers: Yulia Melnik, Aeroflot representative; Maksim Puchnin, acting general representative in South region, PAO “Siberia Air Company”; Aleksey Vengin, General Director, Profi.Travel. Report topic: “Price Or Quality. Or, What Are Advantages of Foreign Resorts Over National”. Review of Tourists comments in the Internet Regarding Russian Resorts. Speaker: Anna Musatova, Brandspotter.ru CEO. Report topic: “Evolution of Russian Tourists And of Their Preferences (Season 2015)”. Speaker: Tatiana Gerasimenko, Clients Relation Director, department of syndicated and media research, Synovate Comcon. Report topic: “Quality Or Quantity: Who Is Responsible For Stars? Statistics of Hotels Nonconformity to Declared Star-Rating”. Speaker: Anton Matveev, founder of the hotel training company BigTree. Report topic: :Hotels – Operators – Tour Agents: Battle for The Tourist. Will Anybody Win?” Speaker: Elina Akinshina, General Director, TO “Planeta Sochi”; Dmitry Bogdanov, General Director, SSK “Znanie”. Report topic: “Problems of Tour Agents Selling Tours to Russian Resorts”. Speaker: Nelli Shatova, CEO, TBG chain. Closing word: moderator.</p> <p><i>Venue: conference hall E</i></p>
13.00 - 18.00 <i>Conference hall B</i>	<p>Conference “Modern Wellness Technologies in Health Resort Treatment Practice” Moderator’s introductory speech: Aleksander Vitineev, Head of the Management Chair at Sochi State University, Doctor of Medical and Economical Sciences, Professor, RF Honoured Doctor. Report topic: “Modern Health Improvement Technologies on Russia Resorts”. Speaker: Aleksander Razumov, M.D., professor, Academician of the Russian Academy of Medical Sciences, RF Honored Scientist. Report topic: “Business Context of Russia Resort Industry Development: International Experience And Globalization, Development Strategies, Ways of Effectiveness Improvement, Business Processes Management, Specific Features of Sanatorium-&-Resort Complex as Subject to Management”. Speaker: Maksim Kurgin, General Director, ZAO SKO FNPR “Profkurort”. Report topic: “ReformModel of Sanatorium-&-Resort Activity Management”. Speaker: Tatiana Petrova, General Director, sanatorium “Altai Castle”, Belokurikha. Report topic: “Staff Training for Sanatorium-&-Resort Business”. Speaker: Marina Rozanova, Commercial Director, ZAO SKO FNPR “Profkurort”. Report topic: “Marketing And Promotion in SPA Industry”. Speaker: Iлона Ansonе, Board member of Baltic SPA Association.</p> <p><i>BREAK (20 minutes).</i></p> <p>Report topic: “Modern Health Improvement Trends And Technologies in Health Resort Treatment and SPA. How To Anticipate Client’s Expectations”.</p>

	<p>Speaker: Natalia Glazko, General Director, OOO “Alfa SPA Med”.</p> <p>Report topic: “New Trands And Tendencies in Health Tourism Through The Example of Hungary, Sweden, Germany, Czeck Republic, Austria Resorts”.</p> <p>Speaker: Andrea Segedi, representative of Hungary National Office, SPA quality expert.</p> <p>Report topic: Anti-Aging Global Tendencies”.</p> <p>Speaker: Svetlana Shabalina, President of Baltic SPA Association.</p> <p>Algorithm of forming the full programme of anti-aging procedures:</p> <ul style="list-style-type: none"> • What does the anti-aging programme clinic check-up include? How to determine biological age? • Achievements of clinic pharmacology, threpsology, homeopathy and BAA in the sphere of age-related changes correction (geroprotectors, antioxidants, enterosorbents, lipolythics, hormonal correctors, breath protectors, etc.) • Cutting edge biosynthetic and ecological anti-age methods (hypoxytherapy, laser therapy, spa therapy, etc.) • Innovative aesthetic technologies. <p>Case studies of European and Russian clinics that implemented modern anti-age and improvement systems, concept anti-age offices.</p> <p><u>Unique treatment programmes:</u></p> <p>Report topic: “Healthy Lifestyle Academy”.</p> <p>Speaker: Elena Shishina, Medical Director, sanatorium “Sibera”, Tumen region.</p> <p>Report topic: “Long-Term Experience of Using Special Medical Programmes in Health Resort Complex “DiLuch”.</p> <p>Speaker: Vera Sevrukova, MedicalDirector, sanatorium “DiLuch”, town of Anapa.</p> <p>Report topic: “Treatment And Prevention of Metabolism Syndrom”.</p> <p>Speaker: representative of Plaza sanatorium, Kislovodsk.</p> <p>Report topic: “World Level Innovations in Treatment And Wellness Programs at The Altai Castle Snatorium”.</p> <p>Speaker: Nina Karbisheva, hepatologist, infection disease doctor, M.D., professor.</p> <p>Report topic: Unique Methods And Programs Used in The sanatorium “Altai Spring”.</p> <p>Speaker: representative of the sanatorium “Altai Spring”, Belokurikha.</p> <p>Moderator’s closing word: Aleksander Vitineev, Head of the Management Chair at Sochi State University, Doctor of Medical and Economical Sciences, Professor, RF Honoured Doctor.</p> <p><i>Venue: conference hall B</i></p>
13.00 - 14.00	<p>Show-Presentation by professional hotel animators from Adventico event group.</p> <p>Certificate drawing for hoteliers.</p> <p><i>Venue: ceremony ground.</i></p>
14.00 - 14.30	<p>Master class “Adaptation of Hotel Business Global Standards Through The Example of “Radisson Lazurnaya” in Sochi accompanied by presentation of the book “Way To Hotel Stars” Part 1, “Ludmilin Park” Part by Boris Averyanov – member of Russian and International Tourism Academy, laureate of Peter The Great prize “Russia Best Manager”, Kuban hero of labour who has developed three Radisson Lazurnaya hotels in Sochi.</p> <p><i>Venue: ceremony ground.</i></p>
14.30 - 15.30	<p>Magic Instruments programme. Artist: Vladimir Medvedev, laureate of all-Russia contests and festivals dedicated to playing ancient wind instruments.</p> <p><i>Venue: ceremony ground.</i></p>
15.30 - 18.00	<p style="text-align: center;"><u>BLOCK FOR TOURISTIC AGENCIES</u></p> <p style="text-align: center;"><i>Venue: conference hall D</i></p>
	<p style="text-align: center;">Presentations of Hotels And Resorts</p> <p>Presentation of Perm region touristic potential.</p> <p>Speaker: Perm region SAA “Touristic Informational Centre”.</p> <p>Presentation of region’s touristic potential.</p> <p>Speaker: External Communications Committee Chairman of Ekaterinburg municipal administration.</p> <p>Presentation of Sochi resort city touristic potential.</p> <p>Speaker: to be confirmed.</p> <p>Presentation of Magadan sanatorium (Sochi).</p> <p>Speaker: Kristina Zaytseva, Head of advertisement department at Magadan sanatorium.</p> <p>Presentation of Saint Petersburg touristic potential.</p> <p>Speaker: to be confirmed.</p> <p>Presentation of Rosa Khutor resort opportunities.</p> <p>Speaker: to be confirmed.</p> <p style="text-align: center;">Tour Operators Presentations</p> <p>Winter Season 2015-2016</p>



Speaker: representative of ALEAN national tour operator.
“5 Reasons To Come to Sochi” 365 days a year.
Speaker: Aleksandra Serduchenko, Director of TBK “Aelita”.

BLOCK FOR HOTELS

Seminar “Internet Technologies As Sales Enhancement Effective Tool”

15.30 - 18.00
Conference
 hall E

Moderator’s introductory speech.

Report topic: “What Is Digital Marketing About And Why Its Actual Right Now”.

Speaker: Sergey Skorbenko, General Director, Digital Will.

Report topic: “Hotel Reputation Management in Internet”.

- Openness of hotel reputation information in Internet and sales strategy alteration
- How comments affect guest’s choice of the hotel
- What inspires guests to make comments
- Answers on comments: honesty is the best policy
- Comments analysis allows to improve hotel product
- Online reputation and price policy: optimizing tariffs and increasing profitability

Speaker: Konstantin Artemiev, Sales and Marketing Director, SkyPoint Sheremetyevo Hotel.

Report topic: “Hospitality Objects Automation: Smart Instruments for Revenue Growth”.

Speaker: Elena Marchenko, Head of Libra Hospitality project.

Report topic: “Web site vs OTA – Reality of Modern Hotel Market”.

Speaker: Aleksander Galochkin, Director General, Travelline.

Venue: conference hall E

BLOCK “INBOUND TOURISM”

Meeting ground for official delegations, foreign tour operators and Sochi municipal Administration.

18.00 - 18.30
 20.00

Exposition security check.

Reception standing dedicated to the opening of SIFT and Exhibition.

Dress-Code: casual.

Venue: Radisson Blu Resort & Congress Centre. Address: Imeretinskaya Valley, Golubaya str., 1A.

November, 27

10.00 - 18.00

Work of XXII International travel exhibition “Resorts and Tourism. Season 2015-2016”.
Work of the congress “Domestic and Inbound Tourism. New Prospects and Mechanisms for Their Implementation”

10.00 - 13.00
Conference
 hall D

Roundtable Session “2018 World Cup”

Report topic: “Volunteers”.

Speaker: Andrey Bezrodnov, Head of youth policy department at Sochi municipal Administration.

Report topic: “Transport Logistics”.

Speaker: Aleksey Smagluk, Head of transport and communication department at Sochi municipal Administration.

Report topic: “Classification. Obligatory DAC Classification Passing on The Territory of RF Receiving Party”.

Speaker: Aleksey Grachev, Head of resort affairs and tourism department at Sochi municipal Administration.

Report topic: “Navigation”.

Speakers: Aleksander Mess, Deputy Director at city environment decoration and design department, Head of advertising activities regulation department at Sochi municipal Administration.

Report topic: “Allocation of FIFA Client Groups and spectators”.

Speaker: MATCH Hospitality LLC, 2018 World Cup official allocation agency.

Report topic: “Qualified Personnel Training”.

Speaker: Sergey Domorat, Deputy Head of resort affairs and tourism department at Sochi municipal Administration.

Report topic: “Security Organization During 2018 World Cup Matchmaking”.

Speaker: to be confirmed.

Report topic: “Tourism And Special Sport Events”.

Speaker: Dmitry Perlin, Sales Director, MATCH Hospitality LLC.

Venue: conference hall D

11.00 - 14.00

Individual business meetings with Sochi municipal Administration (subject to registration in advance at sochi@tour-forum.com).



	<p><i>Speaker:</i> Oleg Yasuk, Deputy Sochi Mayor; Aleksy Grachev, Head of resort affairs and tourism department at Sochi municipal Administration. <i>Venue:</i> Lobby bar.</p>
	<p><u>BLOCK FOR TOURISTIC AGENCIES</u></p>
<p>11.00 - 14.00 <i>Conference hall B</i></p>	<p style="text-align: center;"><u>Conference “Retail Market: How To Keep On Going”</u></p> <p><i>Moderator’s introductory speech:</i> Tatyana Dmitrova, President of Banco media holding and Head of “TBG Chains”. Report topic: “Brand on The End User Market: Myth Or Reality”. <i>Speaker:</i> to be confirmed. Report topic: “Chains Associations: Pro And Contra”. <i>Speakers:</i> Serafima Segal, General Director, “Samaraintour”; Aleksander Zamorsky, Commercial Director, “RossTour”. Report topic: “With Whom To Cooperate on Russia: Risks and Advantages for Tour Operators”. <i>Speaker:</i> Tatyana Dmitrova, President of Banco media holding and Head of “TBG Chains”. Report topic: “Agent Segment Consolidation As The Tool for Creation of The Integrated Technological Process “Tour Operator – Tour Agent – End User”. <i>Speaker:</i> Leonid Cherkassky, President, Association for Tourist Market Development “Tourist Agencies Union”. Report topic: “Tour Agencies Register”. <i>Speaker:</i> Sergey Agofonov, General Director of MGP Chain. Report topic: “Offline Passes Into Online?”. <i>Speaker:</i> to be confirmed. Report topic: Internet Sales Market in Tourism: Figures And Facts”. <i>Speaker:</i> Igor Kozlov, General Director, Click Voyage company. Report topic: «”Crisis Management for Tour Agent: How Should Tour Agency Survive And Attract Clients During Challenging Times”. <i>Speaker:</i> Sergey Vatutin, entrepreneur, founder of 1001 TOUR chain of agencies and Turizm.ru portal, investor of the projects Tonkosti.Ru, Level.Travel, WeAtlas.com. Report topic: “How To Build Additional Client Advantages in Favor of Choosing You as a Partner However Not To Spend A Lot of Money”. <i>Speaker:</i> Natalya Solntseva, NS-consulting, formerly Aldemar Hotel and Greek Wedding project. Report topic: “Whether Tour Agency Is a Paying Agent”. <i>Speaker:</i> Elina Akinshina, General Director, TO “Planeta Sochi”; representative of Krasnodar region revenue authority.</p> <p><i>Venue:</i> <u>conference hall B</u></p>
	<p><u>BLOCK FOR HOTELS</u></p>
<p>11.00 – 17.00 <i>Conference hall E</i></p>	<p style="text-align: center;"><u>Business Ground “Hotel As A Product for Sale And Service. Experts And Practical Persons Speak”</u></p> <p><i>Moderator’s introductory speech.</i> Moderator: Elvira Tarasenko, Business Development Director, Russia & CIS. Report topic: “Hotel Positioning During Economical Instability. Customization Or Creation of Added Value For Guests”. <i>Speaker:</i> Elvira Tarasenko, Business Development Director, Russia & CIS, Interstate management company (Marriott, Renaissance, Courtyard by Marriott, Hilton, Hilton Garden Inn, Holiday Inn brands hotels management in RF and CIS). Report topic: “Building Effective Sales System in The Hotel”. <i>Speaker:</i> Denis Logachev, Sales and Marketing Director, Lotte Hotel Moscow (Europe Best Hotel 2014). Report topic: “How To Make The Client Your Constant Partner. What Are His Expectations”. <i>Speaker:</i> Albert Karsten, General Manager for ALEAN HOTEL GROUP Hotels management. Report topic: “Service Quality Control in The Hotel: External And Internal Control Tools; secret audit programs: electronic questioning; procedure of response to detected weak points; periodicity and algorithms of personnel rating holding”. <i>Speaker:</i> Anton Matveev, founder, hotels training company BigTree.</p> <p>BREAK: 13.30 – 14.00.</p> <p>Report topic: “House-Keeping: It’s Not Just Cleaning. Or How to Create Cleaning Standards And What For Are they Needed”. <i>Speaker:</i> Tatiana Kibereva, Head of accommodation facilities department at Baltschug Kempinski, President of The First Club of Hospitality Professionals.</p>



**SOCHI
INTERNATIONAL
FORUM for
TOURISM**

Report topic: “Animation: What Should It Be Like”.

Speaker: Maria Knyazkova, General Director, Moscow School of Animation.

Report topic: “Optimization: How To Cut Expenses And To Increase Profit”. Expenditures Reduction Methods.

Speaker: to be confirmed.

Report topic: “Unmistakable Recruitment: Hospitality Labor Market Particularity”.

Speaker: Yulia Andreeva, PR and Marketing Manager, “HeadHunter – Sochi”.

Venue: conference hall E

Master Classes On The Hotel Basis

Master class “Breakfast With Radisson: How To Make the Breakfast Perfect”.

Venue: to be announced.

BUSINESS GROUND “INBOUND TOURISM”

14.30 - 17.30

*Conference
hall B*

Roundtable Session “Inbound Tourism In Practice: Whether Russia Is Ready To Receive Foreigners”

Report topic: “Inbound Tourism Today. Statistics And Problems”.

Speaker: to be confirmed.

Report topic: “Global Trends In Tourism. How To Use Cross-Cultural Aspect for Attracting Tourists to Russia”.

Speaker: Aleksander Kurnosov, “Academservice”.

Report topic: “Russian-Chinese Tourism: Trends And Prospects”.

Speaker: Svetlana Pyatikhatka, CEO, Travel Association “World Without Borders”.

Report topic: “How To Promote Russia”.

Speaker: to be confirmed.

Report topic: “Efficient Tools for Creating Touristic Brand Using The Example of Kazan”.

“Russia in The World Touristic Market: Kazan Case Study”.

Speaker: expert of tourism development department at MBI “Kazan Committee On Tourism Development Assistance” of Kazan Executive Committee.

Report topic: “If Russia Can Form “Comfortable Environment” For Foreign Tourists: Statistics of Difficulties That Foreigners Face”.

Speaker: Leonid Marmer, General Director, Intourist LLC.

Report topic: “Guides’ Qualification = Quality of Information About Russia. Actual Situation With Guides for Foreigners. Main Problems And Their Solving”.

Speaker: Aleksander Osipov, President of guides-interpreters association.

Report topic: “How To Use The “Synergy” While Promoting New Objects Or Destinations”.

Speaker: to be confirmed.

Report topic: Hotels for Foreigners: Specifics of Work With Guests from Different Countries”.

Speaker: Elvira Tarasenko, Business Development Director, Russia & CIS, Interstate management company.

Report topic: «Illegal Residents on The Inbound Market. How To Deal With This”.

Speaker: to be confirmed.

Report topic: “Krasny Yug – Krasnaya Polyana” - 5 Points of Attraction for Chinese Tourists in Sochi”

Speaker: Dmitry Eremin, Development Director, TBK “Aelita”.

Venue: conference hall B

From 18.00

Exposition dismantling.



Forum Organizer:

Sochi Municipal Administration



Exhibition Organizer:

CJSC "SOUD - Sochi Exhibitions"



Presentation tours Coordinator:

Aelita DMC & Tour Operator (Sochi)



Congress Coordinator:

ALEAN tour operator (Moscow)

The programme can be altered.

*Current Congress events schedule to be updated on the Forum’s web site:
www.tour-forum.com or to be sent by request.*

Forum Organizing Committee