



2010 U.S.-Africa Tourism Seminar

Washington Convention Center, Washington, D.C., March 4-5, 2010

Thursday, March 4, 2009

6:00 – 8:00 pm Special Networking Reception – **SPOTLIGHT ON THE GAMBIA**
(Host of ATA's 35th Annual Congress)
Location to be Announced

Friday, March 5, 2009 *Washington Convention Center*

8:00 – 9:00 am	On-Site Registration
9:00 – 10:15 am	Opening Plenary: TOURISM POLICY CHOICES IN AFRICA FOR THE US ADMINISTRATION
10:15 – 10:45 am	Special Presentation
10:45 – 11:15 am	Coffee Break
11:15 – 12:30 pm	Session I** <ul style="list-style-type: none">- Workshop 1 (Africa's Tourism Agenda): AIR TRANSPORT IN AFRICAN SKIES- Workshop 2 (Professional Development): MARKETING AND BRANDING DESTINATION AFRICA
12:30 – 1:30 pm	Lunch
1:30 – 2:30 pm	Session II <ul style="list-style-type: none">- Workshop 3 (Africa's Tourism Agenda): SPORTS TOURISM: OPPORTUNITIES IN AFRICA- Workshop 4 (Professional Development): SKILLS BUILDING FOR TOURISM PROFESSIONALS
2:30 – 2:45 pm	Coffee Break*
2:45 – 4:00 pm	Session III <ul style="list-style-type: none">- Workshop 5 (Africa's Tourism Agenda): ADVOCATING FOR AFRICA TOURISM- Workshop 6 (Professional Development): EMERGING TRENDS AND NEW PRODUCTS
4:00 – 4:15	Coffee Break*
4:15 – 5:00 pm	Closing Plenary

* *Coffee and Lunch available pending sponsorship*