MIDDLE EAST ROAD SHOW 2018

**Dubai, Jeddah, Riyadh, Doha**

**11th – 15th November 2018**

## GENERAL INFORMATION

Czech Tourist Authority - CzechTourism on behalf of “Discover Central Europe” – joint promotional initiative of four Central European National Tourist Organizations of the Czech Republic, Hungary, Poland and Slovakia (hereinafter as Visegrad Group - V4) would like to invite you to the promotional road show in the Middle East consisting of B2B presentations and workshops which will be held in Doha, Riyadh, Jeddah and Dubai respectively between November 11th to 15th. The venues will be 5\* hotels.

## ROADSHOW SCHEDULE

**10th November (Saturday): Dubai**

N/A Individual arrivals

19:00 – 20:00 Information meeting of all participants

**11th November (Sunday): Dubai**

10:30 – 14:00 Presentation and B2B workshop

14:00 – 15:00 Networking casual brunch

17:00 Transfer to the airport

19:30 – 21:45 Flight to Jeddah (Flynas - XY510)

**12th November (Monday): Jeddah**

16:30 – 20:00 Presentation and B2B workshop, press meet

20:00 – 21:00 Networking dinner

21:30 Transfer to the airport

23:59 – 01:35 Flight to Riyadh (Flynas - XY54)

**13th November (Tuesday): Riyadh**

17:30 – 21:00 Presentation and B2B workshop, press meet

21:00 – 22:00 Networking dinner

02:00 Transfer to the airport

**14th November (Wednesday): Doha**

04:25 – 09:20 Flight to Doha via Muscat (Oman Air – WY686 + WY669)

13:00 – 14:00 Networking casual brunch

14:00 – 17:30 Presentation and B2B workshop

## PRESENTATION PROGRAMME SCHEDULE

Dubai V4 workshops will be organized according to the following schedule:

**10:00 – 10:30 Registration**

*Registration at the counter, name tags and road show bags distribution, informal networking*

**10:30 – 10:40 Welcome speech**

CzechTourism welcome note on behalf of all the partners

**10:40 – 11:30 Presentations of Central Europe destinations** *given by representatives of National Tourist Boards of V4 (max. 5-7 minutes – destination news only + promotional video)*

**11:30 – 11:40 Presentations of the general partner of the road show**

**11:40 – 12:00 Presentation of road show participants**

*Screening teasers (ppt slide) and participants’ introduction*

**12:00 – 12:10 Lucky draw**

**12:10 – 14:00 B2B talks**

**14:00 – 15:00 Networking lunch**

**Expected attendance: 60 - 70 Tour operator and travel agency representatives per destination**

Jeddah V4 workshops will be organized according to the following schedule:

**16:00 – 16:30 Registration**

*Registration at the counter, name tags and road show bags distribution, informal networking*

**16:30 – 16:40 Welcome speech**

CzechTourism welcome note on behalf of all the partners

**16:40 – 17:30 Presentations of Central Europe destinations** *given by representatives of National Tourist Boards of V4 (max. 5-7 minutes – destination news only + promotional video)*

**17:30 – 17:40 Presentations of the general partner of the road show**

**17:40 – 18:00 Presentation of road show participants**

*Screening teasers (ppt slide) and participants’ introduction*

**18:00 – 18:10 Lucky draw**

**18:10 – 20:00 B2B talks**

**20:00 – 21:00 Networking dinner**

**Expected attendance: 60 - 70 Tour operator and travel agency representatives per destination**

Riyadh V4 workshops will be organized according to the following schedule:

**17:00 – 17:30 Registration**

*Registration at the counter, name tags and road show bags distribution, informal networking*

**17:30 – 17:40 Welcome speech**

CzechTourism welcome note on behalf of all the partners

**17:40 – 18:30 Presentations of Central Europe destinations** *given by representatives of National Tourist Boards of V4 (max. 5-7 minutes – destination news only + promotional video)*

**18:30 – 18:40 Presentations of the general partner of the road show**

**18:40 – 19:00 Presentation of road show participants**

*Screening teasers (ppt slide) and participants’ introduction*

**19:00 – 19:10 Lucky draw**

**19:10 – 21:00 B2B talks**

**21:00 – 22:00 Networking dinner**

**Expected attendance: 60 - 70 Tour operator and travel agency representatives per destination**

Doha V4 workshops will be organized according to the following schedule:

**12:30 – 13:00 Registration**

*Registration at the counter, name tags and road show bags distribution, informal networking*

13:00 – 14:00 Networking casual brunch

**14:00 – 14:10 Welcome speech**

CzechTourism welcome note on behalf of all the partners

**14:10 – 15:00 Presentations of Central Europe destinations** *given by representatives of National Tourist Boards of V4 (max. 5-7 minutes – destination news only + promotional video)*

**15:00 – 15:10 Presentations of the general partner of the road show**

**15:10 – 15:30 Presentation of road show participants**

*Screening teasers (ppt slide) and participants’ introduction*

**15:30 – 15:40 Lucky draw**

**15:40 – 17:30 B2B talks**

**Expected attendance: 60 - 70 Tour operator and travel agency representatives per destination**

## PARTICIPATION CONDITIONS

**The organizer provides:**

* + 1 table for B2B talks per company at a workshop venue
	+ Company introduction: live in the event + in the printed road show catalogue
	+ Catering during events – coffee breaks, networking dinner/lunch
	+ Assistance in booking B2B talks

**The participants cover at their own expense:**

* + Airplane tickets
	+ Accommodation
	+ Shipping cargo with marketing materials from Europe

**Participation fee:** 350 EUR for entire road show

 100 EUR per city

Participation fee will be invoiced by the organizer upon registration form confirmation and is due to be paid till 15 days after invoicing.

## ACCOMODATION ARRANGEMENTS

**Recommended accommodation:**

**TBC**

## TRAVEL ARRANGEMENTS

**Recommended transfers within countries**

**11th November:**

Dubai – Jeddah; Flynas - XY510; 19:30 – 21:45

**12th November:**

Jeddah – Riyadh, Flynas - XY54; 23:59 – 01:35\*

**14th November:**

Riyadh – Muscat; Oman Air – WY686; 04:25 – 07:35

Muscat – Doha; Oman Air – WY669; 08:50 – 09:20

**In case you book recommended flights, inform us about it, group transfer from the airport to the hotel venue/city center will be provided.**

**To participate in the road show please fill in the APPLICATION & RESERVATION FORM (APPENDIX A attached) and send to:** **kroutil@czechtourism.cz**

Please note that CzechTourism will prepare **participant catalogue** to be distributed to local travel agencies at every destination in the goodie bags in the beginning of the event.

In case you wish to have your company information included in this catalogue (1 complimentary page for company introduction) please return all completed documents described below to us by November 1st so we can guarantee your entry in the catalogue.

**Registration deadline: 1st November 2018**

**For further questions please contact:**

**Mr. Marek Kroutil**

international marketing manager

tel. +420 221 580 610

kroutil@czechtourism.cz

**COMPANY PROFILE FOR THE ROAD SHOW CATALOGUE**

**Company profile:**

Article about your company (not your official brochures or visuals) structured as follows:

**Headline**

|  |
| --- |
| *Please fill in here (max 130 characters)* |

**Company description**

|  |
| --- |
| *Please fill in here (max 1 400 characters)* |

**Contact information:**

**Company name:**

**Representative name:**

**Position:**

**Address:**

**Telephone:**

**Email:**

**Web:**

**+ your company logo in vectors (ai, cdr, pdf)**

**+ photo of company representative in high resolution (120 DPI)**

**+ 3 - 4 high resolution photos (120 DPI)**