

5. NACIONALNI DMK FORUM
HOTEL INTERNATIONAL, ZAGREB, 7.12.2017.

09:30-10:00 Registracija sudionika

10:00 -10:15 Dobrodošlica i pozdrav

g. Kristjan Staničić, direktor Glavnog ureda HTZ-a

g. Tonči Glavina, državni tajnik pri Ministarstvu turizma Republike Hrvatske

10:15 – 11:00 The future of DMOs

Dieter Hardt- Stremayr, Graz Tourismus and Stadtmarketing

11:00 – 11:30 Impact storytelling: the process behind crafting and distributing short form content

Mark Crawford, Exposure Labs

11:30 – 11:50 Kreiranje i promocija *tailor made* programa

Igor Auferber, Tureta Travel

11:50 – 12:10 Pauza za kavu

12:10 – 12:55 Google oglašavanje u turizmu- Miroslav Varga, Escape agencija

12:55 – 13:25 Marketing to Millennials

David Meany, Contiki

13:25 – 14:30 Panel rasprava: Trendovi u digitalnom oglašavanju

Anđela Buljan Šiber - moderatorica

Tina Jukić, Hrvatska turistička zajednica

Mario Frančešević, SeekandHit

Nikola Vrdoljak, 404

Hrvoje Šepić, Adria Bike Group

14:30 Ručak