UNWTO/Chimelong Regional Conference and Workshop on Capacity Building on Tourism Development and Biodiversity Protection in West and Central Africa

Kinshasa, Democratic Republic of the Congo
3-6 April 2018

PROVISIONAL PROGRAMME

Tuesday, 3 April

14:00-19:00  Arrival of delegates and registration of participants for the Workshop and Conference
(Location: Hotel Kempinski, Kinshasa)

Wednesday, 4 April

Workshop – Communication and Relations With the Media in Wildlife Protection for Sustainable Tourism
(Location: Hotel Kempinski, Kinshasa)

09.00  Presentation of the workshop (content, objectives) and the participants
Session led by: Rut Gomez Sobrino, Media Expert, UNWTO

09.30 – 10.30  The link between wildlife and the tourism sector
How, What, When, and Why to communicate on this subject

10.30- 11.30  The pillars of strategic communication (first part)
Session led by: Rut Gomez Sobrino

11.30 – 11.45  Coffee break

11.45 – 12.45  The pillars of strategic communication (second part)
Development and implementation of a communication strategy
Session led by: Rut Gomez Sobrino

12.45 – 13.30  The media, beneficiaries, partners and target audience of our messages
- Products, channels and strategies in order to engage, sensitize and train
- The interest of the media in the work of the government
- The press release and the different products to communicate with the media
- The relation with the media and activities which could attract the interest of journalists (preparation of a media visit and work with the media on the ground)
- Social media

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations
- Commenting and reacting in front of the media
  
  Session led by: Seamus Kearney, journalist, Euronews

13.30 – 15.00  
*Lunch break*

15.00 – 16.00  
How to develop and manage a media strategy
  
  Session led by: Rut Gomez Sobrino

16.00 – 17.00  
10 recommendations to improve relations with the media
  
  Practical exercise
  
  Session led by: Seamus Kearney, journalist, Euronews

17.00 – 17.15  
Conclusions and closing of the workshop

**Thursday, 5 April**

Regional Conference on Capacity Building on Tourism Development and Biodiversity Protection in West and Central Africa *(Location: Hotel Kempinski, Kinshasa)*

09:00-10:00  
Set-up and registration of participants

10:00-10:30  
**Opening Ceremony**

*Speeches*

- Mr. Shanzhong ZHU, Executive Director UNWTO
- H.E. Mr. Franck Mwe di MALILIA APENELA, Minister of Tourism of the Democratic Republic of the Congo
- H.E. Mr. Bruno TSHIBALA, Prime Minister of the Government of the Democratic Republic of the Congo

10:30-11:00  
*Coffee break*

11:00-11:30  
**The importance of construction relations with the media**

- The importance of communicating with clarity, transparency and regularity
- How to develop a relationship of trust with the media community
- Timely sharing of information: key in the relation with journalists

  Speaker: Mr. Seamus Kearney, journalist Euronews

11:30-12:30  
**Ministerial roundtable “Promotion of natural tourism treasures and their enhancement in the media: which levers for effective institutional communication”***:

- H.E. M. Franck Mwe di MALILA APENELA, Minister of Tourism of the Democratic Republic of the Congo
- H.E. M. Ahmet BOTTO, Minister of Tourism and Handicrafts of Niger
- H.E. M. Oswald HOMECKY, Minister of Tourism and Culture of Benin
- Mrs Thokozile CHITEPO, Permanent Secretary of the Ministry of Tourism and Hospitality of Zimbabwe
- Mr. Shanzhong ZHU, Executive Director of UNWTO

Moderator: Ms. Rut Gomez Sobrino, Media expert of UNWTO

12:30-13:30 Presentation of the UNWTO/Chimelong Initiative and Content of the Workshops Taking Place in Gabon, Benin/Niger, Guinea and the DRC
Activity leader: Mr. Patrick Oreja

13:30-15:00 Lunch break

15:00-17:00 Individual Presentations of Actions Initiated by the 5 Countries (Gabon, Benin, Niger, Guinea and the DRC)

17:00-17:15 Presentation: The way forward – UNWTO/Chimelong Declaration
Introduction and moderation – Mr. Jaime MAYAKI, Deputy Director of the Regional Programme for Africa of UNWTO
Reading by:
- H.E. M. Franck Mwe di MALILA APENELA, Minister of Tourism of the Democratic Republic of the Congo
- Mr. Shanzhong ZHU, Executive Director of UNWTO

17:15-17:20 Closing of the conference