



PROGRAMME

7th forum: “Identity and tourist brand of Almaty”

Venue: Tourist hub of Almaty (Palace of Sports named after B. Sholak, Abay st. 44, entrance from Baitursynov st.).

Thursday, January 24, 2019

Who are Almaty residents? What is the city of Almaty?

How to comprehend the identity of the city and present it in such a way as to interest the tourist?

How to promote Almaty branding and make it popular?

The final outcome of the forum: create a working group to promote the tourism brand of Almaty

Time	Topic
9.30-10.00	Registration and coffee break
10.00-10.10	Welcoming remarks: Edyge Margulan, Deputy Head of the Department of Tourism of Almaty Akimat Jim Buttery, Director of the British Council Kazakhstan
	“Development of Almaty as a tourist center” Session
10.10-10.15	Showing a promo video of Almaty
10.15-10.45	Presentation “Tourism development in Almaty: achievements and prospects” Edyge Margulan, Deputy Head of the Department of Tourism of Almaty Akimat
10.45-11.30	Panel discussion Moderator: Daniyar Mukitanov, head of the “WeAlmaty” project Panel discussion participants: Edyge Margulan, Deputy Head of the Department of Tourism of Almaty Akimat Rashida Shaikenova, President of the Kazakhstan Tourist Association Aigerim Yessenaliyeva, Executive Director of the Eurasian Tourism Association Adilet Koichumanov, director of the travel company “Avenueer Group” Ekaterina Korchagina, Director of the travel company “Almaty Studio Tours” Aidar Naizagarin, Director of “Picnic Team” tour operator Vladislav Filatov, architect-urbanist
11.30-11.45	Coffee break





	“Identity and brand of the city” Session
11.45-12.00	Presentation of the creative study "Genius of Almaty: the identity of the city and its citizens in 2018" commissioned by the Eurasian Cultural Alliance (ArtBatFest) Nastya Goncharova, independent researcher
12.00-12.15	Presentation: “The identity of the city and the tourist brand of Almaty” Aliya Zakiyeva, Head of Almaty Tourist Information Center LLP
12.15-12.55	Panel discussion Moderator: Daniyar Mukitanov, head of the “WeAlmaty” project Participants: Aliya Zakiyeva, Head of Almaty Tourist Information Center LLP Katerina Knaub, founder of “Vkusnaya Alma-Ata” festival Askhat Uskembayev, official representative of International Festival of Creativity Cannes Lions in Kazakhstan Nastya Goncharova, independent researcher Natalya Livinskaya, Director of the Center of Urban Studies Aigul Zhanserikova, Director of the Center for Artisans “Qazaq-Oner”
13.00-14.00	Interactive Session: Almaty Brand Promotion Workshop
14.00-15.00	Dinner

