



# REGIONAL WORKSHOP ON EVENT MANAGEMENT FOR THE TOURISM SECTOR

9 – 11 APRIL 2002  
GUAYAQUIL, ECUADOR

## PROGRAMME

*THIS WORKSHOP IS MADE POSSIBLE THROUGH THE  
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**Day One**  
**Tuesday, 9 April**

- 08:30-09:00 Breakfast hosted by CORPEI at Room Fernandina, Hotel Hilton Colón
- 09:00-09:30 **Opening**
- Address by Mr. Ricardo Estrada, Executive President of CORPEI  
Words of thanks by Mr. Arvind Mayaram, Vice President of WAIPA
- 09:30-09:45 **Introduction**
- Workshop Overview
  - Mr. Arvind Mayaram, Training Expert, WAIPA
- 09:45-11:15 - Coffee break -
- 11:15-12:30 **The Investment Environment**
- Global and Latin America FDI Trends
  - Mr. Arvind Mayaram, Training Expert, WAIPA
- 13:00-15:00 Luncheon hosted by CORPEI at Room Fernandina, Hotel Hilton Colón
- 15:00-15:45 **Principles of Investment Promotion**
- Objectives in Investment Promotion
  - Tools for Investment Promotion and Targeting
  - Effectiveness of IPAs in attracting FDI
- Mr. Arvind Mayaram, Training Expert, WAIPA
- 15:45-16:15 - Afternoon tea -
- 16:15-17:30 **Events as a Tool for Investment Promotion**
- Conceptualising Events
  - Events and Encompassing Activities
- Ms. Veenu Gupta, Training Expert, WAIPA
- 17:30-18:00 **Experience Sharing by Participating IPAs**
- 18:00 - Close -
- 19:00 Dinner hosted by Mr. Ricardo Estrada, Executive President of CORPEI at the Bankers Club

**Day Two**  
**Wednesday, 10 April**

08:30-09:00 Breakfast hosted by CORPEI at Room Fernandina, Hotel Hilton Colón

09:00-10:30 **The Elements of Event Management I**

- Identifying Sectors and Stakeholders
- Structuring the Event
- Financial Resources

Ms. Veenu Gupta, Training Expert, WAIPA

10:30-11:00 - Coffee break -

11:00-12:00 **The Elements of Event Management II**

- Identifying Partners
- Partnership Management
- Event Marketing
- Infrastructure and Organisational Set-Up

Ms. Veenu Gupta, Training Expert, WAIPA

12:00-13:00 **Exercises and Discussion**

Mr. Arvind Mayaram & Ms. Veenu Gupta, Training Experts, WAIPA

13:00-15:00 - Luncheon hosted by CORPEI at a Malecón restaurant -

15:00 16:00 **Round Table: Foreign Investors in Ecuador: Lessons from Investment Events**

- Presentations by workshop participants of an event project in front of a panel of foreign investors
- Comments by the panel
- Discussion. The objective is to define the needs of foreign investors when attending a promotional event.

16:00-16:30 - Afternoon tea -

16:30-17:30 **Event Follow-Up**

- Principles of Effective Follow-Up
- Key Elements

Ms. Veenu Gupta, Training Expert, WAIPA

18:00 - Close -

**Day Three**  
**Thursday, 11 April**

08:30-09:00 Breakfast hosted by CORPEI at Room Fernandina, Hotel Hilton Colón

09:00-12:00 **Site Visit: El Bosque Protector Cerro Blanco**

12:00-13:00 - Luncheon -

13:00-14:30 **Events for the Tourism Sector**

- Growth in the Tourism Sector
- Destination: Marketing and Investment Products

Ms. Veenu Gupta, Training Expert, WAIPA

14:30-15:00 - Coffee break -

15:00-16:30 **Exercises and Discussion**

Mr. Arvind Mayaram & Ms. Veenu Gupta, Training Experts, WAIPA

16:30-17:15 **Wrap-Up Session**

18:00 **Closing Session with Awarding of Certificates**

Press Conference and Cocktail at Restaurant "Lo Nuestro"

Mr. Ricardo Estrada, Executive President CORPEI  
Dr. Rocio Vazquez, Minister of Tourism of Ecuador