

VII Congress

14th to 16th May 2010

Strategic and Innovative approaches for Branding Nautical Destinations
Iniciativas Inovadoras na valorização dos Destinos Náuticos
Στρατηγικές και καινοτόμες προσεγγίσεις για Γνωστοποίηση Ναυτικών Προορισμών

Sub-Themes:

Session A: International trends and recommendations

What can we find of difference from touristic promotion for territorial marketing and branding process? Do we have enough theory background? In the session is expected to have some high classified experts and consultants on the branding approach for nautical destinations, at an very wide areas of interested (cruises, sailing courses, marine developers, etc.)

Session B: Recent Practices

Facing the new approaches and studies that are being conducted by some of our associates, but also in other maritime cities, we shall present some practical examples, difficulties, but also some recommendations for the approach of territorial marketing under the "branding" concepts.

Session C: New Challenges

This would be the space for some strong recommendations for the future, under some speakers that can, based on other examples, justified the positive and practical possibilities for the branding approaches, so that AEMA associated could follow in the next years some of this ideas. This can be a moment for the stimulation on network cooperation in the future.



Programme:

SESSION A: INTERNATIONAL TRENDS AND RECOMMENDATIONS

What can we find of difference from touristic promotion for territorial marketing and branding process? Do we have enough theory background? In the session is expected to have some high classified experts and consultants on the branding approach for nautical destinations, at very wide areas of interested (cruises, sailing courses, marine developers, etc.)

Presentation A1

Presentation Title: A "good" marina what's in the name ?

Presenter: Mr. Steven Desloovere (ICOMIA)

Short Description: Steven Desloovere is a Certified Marina Manager (IMI ,USA) and manages for twenty years a marina with 1000 slips in Nieuwpoort Belgium. He's the formal chairman of IMC Europe , is chairman of Flemisch Watersports Association and a sailor himself. His presentation will give the difference between a marina and a good marina in the point of view of an experienced marina manager and world sailor.

Presentation A2

Presentation Title: Marinas tailored to your dream

Presenter: Lucille Lasalle

Short Description: Lucille Lasalle is the Vice President StructureMarine (<http://www.structuremarine.com/>) International Sales. She will to do a presentation on the latest technological development in marina construction.

Presentation A3

Presentation Title: A Strategic Integrated Management Systems approach for Marina Operations and Services

Presenter: Mr. Yannis Stratis

Short Description: Mr Stratis is the Marine Client Manager for Hellenic Lloyds S.A.

Presentation A4

Presentation Title: Aegean Sea: a challenge for nautical tourism

Presenter: Mrs. Maria Lekakou

Short Description: Mrs. Maria Lekakou is Assistant Professor at the University fo Aegean

SESSION B: RECENT PRACTICES

Facing the new approaches and studies that are being conducted by some of our associates, but also in other maritime cities, we shall present some practical examples, difficulties, but also some recommendations for the approach of territorial marketing under the "branding" concepts.

Presentation B1

Presentation Title: Superyacht Marina – Case study

Presenter: Lucille Lasalle

Short Description: Lucille Lasalle is the Vice President StructureMarine (<http://www.structuremarine.com/>) International Sales. She will to do a case study presentation on a Superyacht Marina

Presentation B2

Presentation Title: Nazaré XXI: a Modern Nautical Touristic Complex

Presenter: Jorge Antunes Barroso

Short Description: Ricardo Sousa Gomes is the responsible for International Cooperation projects at the Municipality of Nazare (P), and he will present them Marina and Golf Resort projects.

Presentation B3

Presentation Title: Why and how to promote built a new Marina: a Portuguese example

Presenter: Eurico Faustino Correia

Short Description: Eurico Correia Among many other projects he gave special attention to the construction of Marinas and associated real estate, and got the concession for the construction and exploration of several Marinas in Portugal.

SESSION C: NEW CHALLENGES

This would be the space for some strong recommendations for the future, under some speakers that can, based on other examples, justified the positive and practical possibilities for the branding approaches, so that AEMA associated could follow in the next years some of this ideas. This can be a moment for the stimulation on network cooperation in the future.

Presentation C1

Presentation Title: *The correct use of Marinas and berthing slips as a lever for touristic growth.*

Presenter: *Mr. Giannis Dionisopoulos
Mr. Ioannis Kapantaidakis*

Short Description: *Mr. Giannis Dionisopoulos as a Ph.D., Doctor of Economics Audit Unit in the Ministry of Economic Competitiveness and Shipping, General Secretariat of Investments and Development, Lecturer of Economics
Mr. Ioannis Kapantaidakis as a MBA Acc & Fin C.PhD, and Lecturer of Accounting and Finance*

Presentation C2

Presentation Title: *Branding nautical destinations versus Territorial Marketing*

Presenter: *Joao Correia Vargues*

Short Description: *Joao Correia Vargues is the AEMA's Secretary General.*

Presentation C3

Presentation Title: *Introducing the aspect of a Green Marina. Efforts to make the Greek touristic ports to become more environmental friendly*

Presenter: *Mr Kamarinakis Apostolos*

Short Description: *Mr Kamarinakis Apostolos is a senior Civil Engineer who specializes in ports and touristic ports and his presentation will introduce the aspect of a Green Marina present on the subject*

Presentation C4

Presentation Title: *Marina and City integration*

Presenter: *Mr. Oscar Siches (ICOMIA)*

Short Description: *The nautical part of a city marina is only the tip of the iceberg.*

Presentation C5

Presentation Title: *The importance of marina networks*

Presenter: *Mr Kantarzis Nikos*

Short Description: *Mr Kantarzis is an Architect and the managing director of Kos Marina and wishes to stress out the importance of marina networks in his presentation the exchange of information between Marinas and the creation of a networking infrastructure*

Presentation C6

Presentation Title: *Barcelona Convention and New ICZM Protocol:
Opportunities for Sustainable Nautical Tourism*

Presenter: *Mr Ivica Trumbic*

Short Description: *Trumbic is the Project Coordinator of the GEF Strategic Partnership for the Mediterranean Large Marine Ecosystem. His presentation will introduce the new Mediterranean Integrated Coastal Zone Protocol and explore opportunities for nautical tourism, particularly in light of the adaptation to climate change.*



Programme draft:

Thursday 13th May Heraklion

20:30 **Arrival of delegates**
transfer for Aghios Nicolaos
Hotel Hermes ****

Friday 14th May Aghios Nicolaos

13:00 - 15:00 **Lunch**

Congress Day 1

Session A:

15:00 - 16:45 **International trends and recommendations**

15:00 - 15:20 **Presentation A1**
15:20 - 15:40 **Presentation A2**
15:40 - 16:00 **Presentation A3**
16:00 - 16:20 **Presentation A4**
16:20 - 16:45 **Panel Discussion**
16:45 - 17:00 **Coffee break**

17:00 - 18:45 **Session B:**
Recent Practices

17:00 - 17:20 **Presentation B1**
17:20 - 17:40 **Presentation B2**
17:40 - 18:00 **Presentation B3**
18:00 - 18:30 **Panel Discussion**

18:30 - 19:00 **Break**

19:00 - 20:00 **Opening Ceremony**

20:00 - Onwards **Official Dinner**

Saturday 15th May

Congress Day 2

Session C:

10:00 - 11:30 **New Challenges**

10:00 - 10:25 **Presentation C1**
10:25 - 10:50 **Presentation C2**
10:50 - 11:15 **Presentation C3**
11:15 - 11:30 **Panel Discussion**

11:30 - 11:45 **Coffee break**

11:45 - 13:15 **Presentation C4**
11:45 - 12:10 **Presentation C5**
12:10 - 12:35 **Presentation C6**
12:35 - 13:00 **Panel Discussion**

13:15 - 14:00 **Closing Ceremony**

14:00 - Onwards **Lunch**