

MARCH 12, THURSDAY
DAY OF ALTAI KRAI - STRATEGIC PARTNER OF EXHIBITION

10.00 - 18.00	Activities and events at the collective stand of the Altai Krai	Pavilion № 1 Stand 1B203
10.00 - 13.00	Dialogue platform: The role of youth in forming the image of tourism of the future Moderator: Victoria Saar, Director of Development, NUHI (National Union of the hospitality industry)	Hall D1 Pavilion №1 (3 floor)
10.30 — 13:30	Training workshop for travel agencies from company TUI Russia and CIS: Keep up with the trends. Earn money with TUI!	Seminar Hall 5 Pavilion №2 (2 floor)
10.00 – 12.00	Extended session of organizers and participants of the Patterns of Russian cities interregional project Moderator: Elena Surguladze, Project Manager	Eastern Hall Pavilion №1 (2 floor)
10.00 — 12.30	Training workshop: Building a solid fortress in relationship with a tourist! All a travel agent needs to know about contracts and claims Speaker: Vadim Pogorelov, Bayborodin & Partners Lawyers for the tourist industry, leading lawyer.	Hall D2 Pavilion № 1 (3 floor)
11.00 — 11.40	The signing ceremony for tourism development agreements between TUI Russia and the CIS and regional tourism authorities	The Stage Pavilion № 1
12:00 — 13:00	Training workshop for travel agencies from TopHotels experts Topic: Methods and increasing the popularity of the hotel profile	Eastern Hall Pavilion № 1 (2 floor)
12.00 — 13.00	The official opening ceremony of the XV Intourmarket International Travel Fair Admission by invitation, media representatives by accreditation	Conference Hall Pavilion № 8 (Lower gallery)

13:00 — 14:00	Exhibition round by officials and VIP guests	
13:00 — 15:00	Round table: Tourism 20 ... 35 ... 50+ with the support of the World Senior Tourism Congress Moderator: Olga Subanova, Ph.D., World Senior Tourism Congress representative	Hall D1 Pavilion № 1 (3 floor)
13.00-15.00	The award ceremony of winners and laureates of professional competitions: <ul style="list-style-type: none"> • Tourist brand: best practices-2019 • Best tourist portal-2019 • Guide-books, tourist maps and SMART applications for Russia – 2019 Organizers: RF Chamber of Commerce and Industry; Russian State University of tourism and service	Hall D2 Pavilion № 1 (3 floor)
13.30-14.30	Presentation of a new gastronomical tour to the Kaliningrad region: It is fish, meat and marzipan by the Yantarny Kray tour operator Master class on cooking Smørrebrød with Baltic sprats with lemon cream and onion jam from chef Vitaly Glybin and tasting session We will tell you how to relax tasty!	The Stage Pavilion № 1
13:30 – 14:30	Presentation of the Irkutsk region tourist potential : Discover unique Baikal Organizer: Agency for tourism of the Irkutsk region	Eastern Hall Pavilion № 1 (2 floor)
14.00-16.00	Extended session of Regional Council of Russian Travel Industry Union (RST)	Pavilion № 1 Stand 1B601
14:00 — 18:00	Conference on the development of children's tourism: Transformation of the business climate and vectors of the development of children's tourism in Russia Organizers: Federal Agency for Tourism, Children's Tourism Working Group of the Coordination Council for Tourism Development in the Russian Federation	Conference Hall Pavilion № 8 (Lower gallery)

14:00-16:00	ANEX TOUR Travel Product Training seminar: A good Life	Seminar Hall №5 Pavilion № 8 (2 floor)
14:30 – 17:30	WORKSHOP: Tourist potential of the Leningrad region Organizer: Tourist Information Center of the Leningrad Region	Eastern Hall Pavilion №. 1 (2 floor)
15:00 – 16:00	Events and activities at the Samara region stand	Pavilion № 1 Stand 1C201
15:00 — 18:00	Round table: Interregional and regional tourist projects. Stories and successful projects winning approaches: tourist events and routes Organizers: Commission of the Public Chamber of the Russian Federation for territorial development and local government, Public Council under Federal agency for tourism and FROS Region PR	Hall D1 Pavilion № 1 (3 floor)
15:00 — 18:00	Session: New market challenges for hoteliers. Solution Algorithms Organizer: Russian Hotel Association Moderator: Alexey Musakin - Vice-President of the Russian Hotel Association, Cronwell Hotels & Resorts Hotel Chain Managing Partner, Ph.D. in Economics, Associate Professor, Hotel and Restaurant Business Department, St. Petersburg State University of Economics	Hall D2 Pavilion № 1 (3 floor)
19.00	Gala reception in honor of the opening of the XV Intourmarket International Travel Fair (admission by invitation only)	
	Events and activities at Pavilions № 1 and 8	
10.00 - 18.00	Presentation of the Swedish Lapland and fishing in Norway	Pavilion № 8 Stand 8C101
10.00 - 18.00	Presentation of the Krasnoyarsk Krai	Pavilion № 1 Stand 1C501

10.00 - 18.00	Presentation of the Smolensk region tourist potential	Pavilion № 1 Stand C1204
10.00 - 18.00	Presentation of the Khanty-Mansiisk Autonomous District-Yugra	Pavilion № 1 Stand 1C701

MARCH 13, FRIDAY
CHARITY DAY AT THE INTOURMARKET
MICE DAY AT THE INTOURMARKET

9.30 — 11.00	A business tour to the Svoboda factory - the only beauty-product factory in Russia that is open for tourists. The company receives excursion groups and looks for cooperation with the travel industry	
10:00-18:00	All-Russian Assembly of Regions Organizer: Federal Agency for Tourism.	Federal Agency for Tourism
10:00 — 18:00	Activities and events at the collective stand of the Altai Krai	Pavilion № 1 Stand 1D101
10:00 — 13:00	Russia-Germany Round Table Organizers: Federal Agency for Tourism, RUTI German Branch, Eberhardt-Travel GmbH	Hall D2 Pavilion № 1 (3 floor)
11:00 — 12:00	Workshop for travel agencies organized by TopHotels Experts Theme: How to deal with negative feedback	Hall 3 Pavilion № 8 (Lower gallery)
11:00 — 12:00	Presentation of the tourist potential of the Yaroslavl region. The first Museum travel festival in Russia: Museum retreat. Yaroslavl edition. Experience of a regional startup	Eastern Hall Pavilion № 1 (2 floor)
12:00 — 15:00	Workshop organized by TUI Russia and CIS: Keep up with trend. Earn money with TUI!	Hall 3 Pavilion № 8 (Lower gallery)

12:00 — 18:00	<p>Intelligence Technology Marketing - an open conference dedicated to technologies for promotion and development in tourism</p> <p>Register at: https://trn.timepad.ru/event/1212325/</p>	Conference Hall Pavilion № 8 (Lower gallery)
12.00 – 13.00	<p>Workshop of Real Russia project participants</p> <p>Presentation of programs of the NGO Fund for the development of small historical cities for 2020</p> <p>Organizer: NGO Foundation for the development of small historical cities</p> <p>Moderator: Yuri Shchegolkov, Director of the Foundation</p>	Eastern Hall Pavilion № 1 (2nd floor)
13.00-14.30	<p>Territory branding: successful practice of Russian regions</p> <p>Organizer: ESOT-Eurasian union of tourism industry specialists</p>	Eastern Hall Pavilion № 1 (2nd floor)
13:00 — 17:00	<p>Weekend in the Urals: Presentation and workshop of the tourist potential of the Sverdlovsk region</p> <p>Organizer: Sverdlovsk Region tourism development center</p>	Hall D2 Pavilion № 1 (3rd floor)
12:00 — 14:00	<p>Seminar: Advanced legislative changes in the field of tourism. Key trends and innovations</p> <p>Speaker: Georgy Mokhov, General Director and Founder, Persona Grata Law Agency, Chairman of the Legal Commission of the Russian Union of Travel Industry, Ombudsman for the Protection of the Rights of Entrepreneurs in the Field of Tourism in Moscow</p>	Hall 4 Pavilion № 8 (Lower gallery)
12:00 — 16:00 12.00-17.00	<p>All-Russian MICE Day at Intourmarket</p> <p>NETWORKING PROGRAM 20.20: 12.00 — 16.00 New format of NETWORKING 20.20 business meetings</p> <p>BUSINESS PROGRAM 12.00 – 12.40 Master class: How to properly create a catalog of MICE-potential of the region 12.30 — 13.00 Master class: Formula for success of an event in the region for customers and contractors of business and event events 13.10 – 14:10 Open discussion: Relationship of regional suppliers with the agency or directly with the customer</p>	Networking lounge Hall D1 Pavilion № 1 (3 floor)

	<p>of the event. Ethics of cooperation. Beneficial arrangements for representatives of Event / MICE / Business- Recipes of success of travel agencies.</p> <p>14.20 – 16.00 Themed session: MICE to the regions of Russia! Directions for use</p> <p>16:20 – 17:00 Brain storm: How to lead a region to the international MICE market</p>	
14:00 — 15:15	<p>Interregional charity auction: Tourist industry with an open heart in favor of the Lighthouse Children's Hospice Trust</p> <p>Organizers: Vesti Tourism and the Organizing Committee of the Intourmarket International travel fair https://mayak.help/help/</p>	The Stage Pavilion № 1
14.00 – 16.00	<p>Themed session: Prospects for development of industrial tourism for regions. Presentation of free methodology for developing of industrial tours.</p> <p>Study of best regional cases of industrial tourism and presentation of the methodology for the development of industrial tourism in the regions of the Russian Federation.</p> <p>Organizers: Agency for Strategic Initiatives to Promote New Projects, MICE Market LLC</p>	Pavilion № 8 Seminar Hall № 5 (2 floor)
14:00 – 16:00	RUTI Bureau Meeting	Hall 4 Pavilion № 8 (Lower gallery)
15.15-16.15	<p>Presentation of a new gastronomical tour to the Kaliningrad region: It is fish, meat and marzipan by Amber Kray tour operator</p> <p>Master class on cooking bruschetta with farm venison pate with dried pear from chef Vitaly Glybin and tasting session</p> <p>We will tell you how to relax tasty!</p>	The Stage Pavilion № 1
15.00-17.00	<p>Presentation of the tourist potential of the Nizhny Novgorod region</p> <p>Organizers: Department of tourism development and folk art of the Nizhny Novgorod region</p>	Eastern Hall Pavilion № 1 (2 floor)
15:00 —	Round table: Tourist souvenir - a tool for promoting	Hall 3

18:00	<p>the destination Organizer: FROS Region PR Moderator: Gennady Shatalov, Chairman of the Board, FROS Region PR, Member of the Public Council at the Federal Agency for Tourism, Founder of the National Event Tourism Prize Russian Event Awards, All-Russian Route of the year Travel Award, All-Russian Tourist Souvenir Festival Contest and All-Russian Media Tour competition</p>	Pavilion № 8 (Lower gallery)
12:00 — 14:00	<p>ANEX TOUR Travel Product Training seminar: A good Life</p>	Seminar Hall № 5 Pavilion № 2 (2nd floor)
16:00 — 18:00	<p>Training workshop for tourist information centers (TIC) Organizer: NAITO (Partnership of tourist information centers)</p>	Hall 4 Pavilion № 8 (Lower gallery)
	<p>Events and activities at Pavilions № 1 and 8</p>	
10.00 – 18.00	<p>Presentation of the tourist potential of the Smolensk region</p>	Pavilion № 1 Stand C1204
11.00 – 18.00	<p>Events and activities at the Krasnoyarsk krai stand Organizers: Agency for tourism of the Krasnoyarsk Krai Tourist information center of the Krasnoyarsk Krai</p>	Pavilion № 1 Stand 1C501
10.00-18.00	<p>Events and activities at the Swedish Lapland and fishing in Norway</p>	Pavilion № 8 Stand 8C101
<p>MARCH 14, SATURDAY DAY OF EVENT TOURISM AT THE INTOURMARKET</p>		
10:00 — 18:00	<p>V All-Russian educational forum: Eventful Russia Organizer - FROS Region PR The program of the V All-Russian Eventful Russia educational forum: 9:00 - 09:30 - registration of forum participants and welcome tea</p>	Conference Hall Pavilion № 8 (Lower gallery)

	<p>9:30 - 10:00 - opening of the forum 10:00 - 11:30 - Events of the new generation: centennials, their ideals and the future of the event - How to organize work with tour operators when creating an event tour - Catering at the event 11: 30 - 13:15 - Panel session: Tools for promoting tourism events</p> <p>Moderator: Gennady Shatalov, Chairman of the Board, FROS Region PR, Member of the Public Council at the Federal agency for tourism, Founder of the National event tourism prize Russian Event Awards</p> <p>13:00 — 14:00 — Break 14:00 — 15:30 — Panel discussion: Ambassadors of events: how to choose and organize interaction Moderator: Gennady Shatalov, Chairman of the Board, FROS Region PR, Member of the Public Council at the Federal agency for tourism, Founder of the National tourism prize Russian Event Awards, Voronezh</p> <p>15:30 — 17.00 — Prospects for copyright protection in tourism — Managing impressions of visitors to events from the viewpoint of neurophysiology — Review of tourist events related souvenirs - A secret ingredient of a successful tourism event 17:30 — 18:00 — Closing remarks, presentation of certificates</p>	
10.00 – 16.00	Activities and events at the stand of the Altai Krai	Pavilion № 1 Stand 1D101
11.10-12.10	<p>Presentation of a new gastronomical tour to the Kaliningrad region: It is fish, meat and marzipan by the Yantarny Krai tour operator Master class on cooking sea buckthorn cream with crumble from Lithuanian bread and marzipan from chef Vitaly Glybin and tasting session We will tell you how to relax tasty!</p>	The Stage Pavilion № 1

11:00 — 14:00	<p>The Second All-Russian Seminar-Conference: Rural Tourism in Russia</p> <p>Organizer: Federal Agency for tourism</p> <p>As part of the project: School of rural tourism. The integration and support of the organizers of rural tourism in Russia, which is implemented by the Agency for the Development of Rural Initiatives</p>	Hall D1 Pavilion № 1 (3rd floor)
11:00 —13:00	Events and activity at the collective stand of the Samara region	Pavilion № 1 Stand 1C201
11.00 – 16.00	<p>Events and activities at the Krasnoyarsk krai stand</p> <p>Organizers: Agency for tourism of the Krasnoyarsk krai. Tourist information center of the Krasnoyarsk krai</p>	Pavilion № 1 Stand 1C501
11.00 – 16.00	Presentation of the tourist potential of the Smolensk region	Pavilion № 1 Stand C1204
10.00 – 16.00	Events and activities at Khanty-Mansiisk Autonomous District-Yugra	Pavilion № 1 Stand 1C701
10.00-16.00	Events and activities at Swedish Lapland and fishing in Norway	Pavilion № 8 Stand 8C101
16.00	<p style="text-align: center;">Thank you for coming!</p> <p style="text-align: center;">We are waiting for you on March 16-18, 2021 at the 16th Intourmarket International travel fair in the Expocenter!</p>	