



Date : 16-01-2018

Time : 8H30 to 18H00

Venue : Most Events

DAY PROGRAM

Welcome hour

Time : 08:00 - 08 :30

Opening Ceremony

Time : 09 :30 - 10 :15

Abdelaaziz Omari, President of the Casablanca City Council, Morocco

Khalid SAFIR, Wali General Manager of Local Collectivities, Casablanca

Mohamed Jouahri, General Manager, Casablanca Events & Animation, Morocco

Mohammed SAJID, Minister of Tourism, Morocco

Mustapha Bakkoury, President of the Region of Casablanca Settat, Morocco

Coffee Break

Time : 10:15 - 10 :30

Plenary :Internal mobility to the external attractiveness of territories

Time : 10:30 - 12 :30

Christophe ALAUX, Head of the Chair « Attractivity and New Territorial Branding “ at Aix- Marseille University, and Head of the IMPGT

Georgina WARREN, Major Events Senior Project Manager for London & Partners

Henning RAVN, Head of Unit Place Marketing - Berlin Partner for Business and technology

Nico MULDER, Marketing strategy manager, Amsterdam Marketing

Touda LOUTFI, Director of Strategic Development - Casablanca Events et Animation



Lunch

Time : 13:00 - 14 :00

Workshop 1 : Attractivity & citizen and local players' involvement

Time: 14:30 - 15 :30

Moderator

Delphine Godefroit-Winkel, PhD, Associate Professor, Toulouse Business School

Speakers

Henning RAVN, Berlin Partner for Business and Technology

Nico MULDER, Marketing strategy manager, Amsterdam Marketing

Assia AYOUCHE – Vice-President of Confédération Générale des Entreprises Marocaines (CGEM)

Chakib GUESSOUS, Doctor in antropology and social politics.

*Mounir JAZOULI, Head of the Groupement des Annonceurs du Maroc GAM**

Networking

Time : 15:30 - 16 :00

Workshop 2 : Event Strategy, key driver for territories' attractivity

Time : 16:00 - 17 :30

Moderator

Nadia HACHIMI, Journalist and scientific committee member at the compared African studies chair, EGE Rabat

Intervenants

Christophe ALAUX – Head of the Chair « Attractivity and New Territorial Branding “ and Head of the IMPGT

Georgina WARREN, Major Events Senior Project Manager for London & Partners

Salim CHEIKH, Head of 2M

Othmane BENABDELJALIL, Head of Public Events

*Mhamed TAZI, General Manager Young Nissan Cairo**

Zakaria FAHIM, Head of “Hub Africa”



Closing

Time : 17:45 - 18 :15

Presentation of the synthesis by an academic expert, Mr. Christophe ALAUX, and by a professional expert, Mr Marc MARYNOWER

Limited spots

On invitation only, Must confirm your presence

** Attente confirmation*