

**2010 MONTAGE
Seville, Spain**

Schedule of Events

Scheduled arrival and departure transfers will be provided from the airport (San Pablo Airport — SVQ) and at the Santa Justa railway station in Seville. To schedule your transfers, arrival and departure information must be provided in advance. [Click here](#) to provide this information online.

April 10–13

Product Development Trip

Note: participants should arrive in Madrid by the morning of April 10 to begin the PDT.

Wednesday, April 14

10h00 – 17h00
(10 a.m.–5 p.m.)

Registration

16h00 – 19h00
(4–7 p.m.)

Team Building Activity
Sponsored by Seville Tourism Board

20h30 – 22h30
(8:30–10:30 p.m.)

Icebreaker at Royal Alcazar Palace
Sponsored by Seville Tourism Board

Thursday, April 15

8h00 – 19h15
(8 a.m.–7:15 p.m.)

Registration
Seminar Office

8h00 – 9h00
(8–9 a.m.)

Breakfast

9h00 – 13h00
(9 a.m.–1 p.m.)

Business Workshop

14h00 – 15h30
(2–3:30 p.m.)

Lunch

16h00 – 17h15
(4–5:15 p.m.)

Education Sessions

- Green Travel, Sustainability and ROI
- Working with Travel Agents to Boost Your Business

17h30 – 19h00
(5:30–7 p.m.)

Education Sessions

- Buyer/Tour Operator Crackerbarrel – New Rules in Sales and Customer Relations

- Seller/Destination/Supplier Crackerbarrel – New Rules in Sales and Customer Relations

20h00 – 22h00
(8–10 p.m.)

Evening Dinner
Sponsored by Seville Tourism Board

Friday, April 16

8h00 – 16h15
(8 a.m.–4:15 p.m.)

Registration
Seminar Office

8h00 – 9h00
(8–9 a.m.)

Breakfast

9h15 – 10h30
(9:15–10:30 a.m.)

Education Sessions

- How Can We Help Each Other and Our Businesses?
- Business and Product Development – India

10h45 – 12h00
(10:45 a.m.–Noon)

Education Sessions

- Discover the Potential of Social Media. Marketing & Branding Skills for a New Era – Session 1
- Business and Product Development – China

12h15 – 13h30
(12:15–1:30 p.m.)

Education Sessions

- Get a Grip on Social Media. Hands-on Social Media Skills – Session 2
- Business and Product Development – Africa

14h00 – 15h30
(2–3:30 p.m.)

Luncheon

16h00 – 19h00
(4–7 p.m.)

Siesta

20h30 – 22h30
(8:30–10:30 p.m.)

Tapas Dine Around

Saturday, April 17

8h00 – 14h30
(8 a.m.–2:30 p.m.)

Registration
Seminar Office

8h00 – 9h00
(8–9 a.m.)

Breakfast

9h15 – 10h30
(9:15–10:30 a.m.)

Education Sessions

- Customize Your Social Media Marketing Plan. Tap into Your Creative Marketing Potential – Session 3
- Ask the Supplier for Tour Operators

10h45 – 12h00 (10:45 a.m.–Noon)	Education Sessions <ul style="list-style-type: none"> • Ask the Destination for Tour Operators • Best Practices in Selecting a Tour Director and Guide
12h15 – 13h30 (12:15–1:30 p.m.)	Education Sessions <ul style="list-style-type: none"> • Table Topics Discussion
14h00 – 15h30 (2–3:30 p.m.)	Luncheon
16h00 – 19h00 (4–7 p.m.)	Leisure Activities <i>Sponsored by Seville Tourism Board</i>
20h00 – 24h00 (8 p.m.–midnight)	Gala Dinner Event at Hacienda El Vizir <i>Sponsored by Seville Tourism Board</i>
<u>April 18–20</u>	Product Development Trip