



**DISCOVER NEW ENGLAND'S 17TH ANNUAL TOURISM SUMMIT &
INTERNATIONAL MARKETPLACE
March 26 – 28, 2012**

**The Boston Park Plaza Hotel & Towers
50 Park Plaza at Arlington Street, Boston, MA 02116**

**PRELIMINARY PROGRAM OF EVENTS (subject to change)
Rooms should be booked at the Boston Park Plaza for the nights of
Monday, March, 26 & Tuesday, March 27 – see website for details**

Monday, March 26, 2012

All Exhibitors must set up booths prior to noon on Monday, March 26, 2012.

- 9:00am - 6:00pm **DNE SUMMIT REGISTRATION** – *Please register for the Summit when you check in at the hotel since you will need to wear your badge to all events.*
- 1:00pm – 2:00pm **Presentation: “DNE Highlights”** (*This replaces the previous Tuesday lunch presentation and attendance is recommended*)
Results for the DNE FY11 fiscal year including a breakdown of the number of familiarization trips, media coverage, pay to play opportunities, international visitor statistics, plus much more.
Presenter: Sue Norrington-Davies, Managing Director, Discover New England
- 2:15pm – 3:45pm **MARKETPLACE I**
(Pre-scheduled 8-minute meetings)
One-on-one **pre-scheduled** business meetings with international tour operators, receptive operators and media.
- 2:15pm – 3:45pm **CONCURRENT WORKSHOP**
“International Market Updates - UK/Ireland & Germany” - presented by Lisa Cooper, Discover New England, UK & Ireland, and Christiane Bender, Discover New England Germany.
Latest trends and insights into DNE’s key target markets.
- 3:45pm – 4:15pm **BREAK**

4:15pm - 5:45pm **MARKETPLACE I (continued)**
(Pre-scheduled 8-minute meetings)
One-on-one **pre-scheduled** business meetings with international tour operators, receptive operators and media.

4:15pm – 5:45pm **CONCURRENT WORKSHOP**
“International Market Updates - UK/Ireland & Germany” - presented by Lisa Cooper, Discover New England, UK & Ireland, and Christiane Bender, Discover New England Germany.
Latest trends and insights into DNE’s key target markets.

6:30pm – 10:00pm **EVENING RECEPTION: TBD**

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| Tuesday, March 27, 2012 |
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7:00am - 8:30am **CONTINENTAL BREAKFAST**

8:30am - 9:50am **MARKETPLACE II**
(Pre-scheduled 8-minute meetings)
One-on-one **pre-scheduled** business meetings with international tour operators, receptive operators and media.

8:30am - 9:50am **CONCURRENT WORKSHOPS**
Please participate in one of the concurrent workshops when you do not have appointments. You may enter and leave as necessary to attend your pre-scheduled meetings.

Workshop I: TBD
Workshop II: TBD

9:50am - 10:20am **BREAK**

10:20am – 11:30am **MARKETPLACE II *continued***
(Pre-scheduled 8-minute meetings)
One-on-one **pre-scheduled** business meetings with international tour operators, receptive operators and media.

10:20am – 11:30am **CONCURRENT WORKSHOPS**
Please participate in one of the concurrent workshops when you do not have appointments. You may enter and leave as necessary to attend your pre-scheduled meetings.

Workshop I: TBD
Workshop II: TBD

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| 12:00 noon - 1:30pm | LUNCHEON |
| 2:00pm – 3:30pm | MARKETPLACE III (Pre-scheduled 8-minute meetings) One-on-one pre-scheduled business meetings with international tour operators, receptive operators and media. |
| 2:00pm – 3:30pm | CONCURRENT WORKSHOPS Please participate in one of the concurrent workshops when you do not have appointments. You may enter and leave as necessary to attend your pre-scheduled meetings. |
| | Workshop III: TBD Workshop IV: TBD |
| 3:30pm – 4:00pm | BREAK |
| 4:00pm – 5:30pm | MARKETPLACE III (continued) (Pre-scheduled 8-minute meetings) One-on-one pre-scheduled business meetings with international tour operators, receptive operators and media. |
| 4:00pm – 5:30pm | CONCURRENT WORKSHOPS Please participate in one of the concurrent workshops when you do not have appointments. You may enter and leave as necessary to attend your pre-scheduled meetings. |
| | Workshop III: TBD Workshop IV: TBD |
| 6:30pm – 10:00pm | EVENING RECEPTION: TBD |

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| Wednesday, March 28, 2012 |
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| 7:30am -9:00am | CONTINENTAL BREAKFAST |
| 9:00am -11:30am | MARKETPLACE IV – OPEN MARKETPLACE (Non Pre-scheduled 8-minute meetings) One-on-one non pre-scheduled business meetings with international tour operators, receptive operators and media. |
| 11:30am | SUMMIT CONCLUDES |

Please return badge holders to the Registration Desk. Thank you!