



World tourism communication forum

Tourism Talks: Connecting People, Places, and Perspectives



ArMÉNiA
The Hidden Track

23
25
october

PRELIMINARY AGENDA

Date: October 24 2025 (Friday)

October 23 2025 (Thursday)

19:30 Arrival of guests
Yerevan city tour
Welcome Reception (by invitation only)

October 24 2025 (Friday)

Venue: Seven Visions Resort and Places, The Dvin
(address: 40 Paronyan St, Yerevan, Armenia)

08:30 - 09:30 Registration of Participants

09:30 - 09:45 Opening Remarks

Mr. Gevorg Papoyan, Minister of Economy of the Republic of Armenia
H.E. Mr. Vassilis Maragos, Ambassador, Head of the European Union Delegation to Armenia

09:45 - 10:15 Keynote Speeches

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10:15 - 11:15 High-Level Dialogue:
"Who Shapes the Story? Intercultural Communication, Media Narratives, and the Power to Define a Destination"

Moderator:
Ms. Sofia Gutiérrez, Deputy Director, Sustainable Tourism and Resilience, UN Tourism

Panelists:
H.E. Mr. Dimitrios Rallis, BSEC PERMIS Deputy Secretary General
Ms. Francoise Jacob, UN Resident Coordinator, UN Office in Armenia
Mr. Zareh Sinanyan, Chief Commissioner for Diaspora Affairs at the Office of the Prime Minister of the Republic of Armenia

11:15 - 11:45 Coffee Break

11:45 - 12:45 Panel discussion:
"Telling Our Story Right: Aligning Narratives for Stronger Destination Branding"

Moderator:
Mr. Sergey Stanovkin, Head of BBC Studios Commercial Representative in Eurasia

Panelists:
Mrs. Angela Varela, President of the Greek National Tourism Organisation
Mr. Gevorg Orbelyan, Director of Yerevan History Museum
Mr. Kai Partale, Destination Marketing Management Expert (on behalf of GIZ)

12:45 - 13:00 Ted-Style Speech:
"Scaling "Life in Armenia" Magazine from 0 to 25,000 International Readers

13:00 - 14:30 Lunch

14:30 - 15:45 Panel Discussion:
"Media, Messaging & MICE: Shaping Narratives Together"

Moderator:
Mr. Mathew Zein, Founder and Chief Editor of Life in Armenia Magazine

Panelists:
Ms. Zarmine Zeitountsian, Program Director of the Graduate Certificate in Hospitality and Tourism Management, American University of Armenia
Ms. Sabrina Zymierska, Director of Sales and Marketing Venues Group
Ms. Hranush Tsaturyan, Senior Officer Corporate Communications, Dubai Municipality (UAE)
Ms. Melinda Snider, Managing Director, Elite Reports for Forbes International Magazines

15:45 - 17:00 Panel Discussion:
"Local Voices, Global Impact: Empowering Communities Through Authentic Communication"

Moderator:
Pr. Alessandra Priante, President of the Italian Tourism Board, ENIT SpA

Panelists:
Ms. Marie Lou Papazian, TUMO Chief Executive Officer
Pr. Zaruhi Muradyan, Executive Director of Vine and Wine Foundation of Armen
Ms. Katerina Danekina, Chief Executive Officer Green Rock
Mr. Elliot Wellsteed, Crook Chief Operating Officer & Head of Creative Content Wanderlust

19:00 Gala Dinner (by invitation only)

October 25 2025 (Saturday)

Venue: Woods Center
(address: Yerevan, Garni Road, Close to Jrvezh State Forest Park)

09:00 - 09:30 Registration of Participants

09:30-09:40 Opening Remarks

Ms. Lusine Gevorgyan, Chairman of the Tourism Committee of the Ministry of Economy of the Republic of Armenia
Mr. Davit Khudatyan, Minister of Territorial Administration and Infrastructure of the Republic of Armenia

09:40-10:40 Panel Discussion:
"Travel with Trust: Communicating Safety, Access, and Sustainability in a Changing World"

Moderator:
Ms. Nora Mirzoyan Urban Specialist, World Bank

Panelists:
Ms. Lusine Gevorgyan, Chairman of the Tourism Committee of the Ministry of Economy of the Republic of Armenia
Mr. Armen Simonyan, Deputy Minister of Territorial Administration and Infrastructure of the Republic of Armenia (TBC)
Mr. Artashes Tonoyan, Chief Executive Officer of the World Trade Center Yerevan CJSC
Mr. Aram Khachatryan, General Director of FlyOne Armenia
Ms. Svenja Weyrauch, Project Manager, Deutsche Gesellschaft Für Internationale Zusammenarbeit (GIZ) GmbH

10:40-11:00 Coffee Break

11:00 - 12:30 Workshop 1:
Packaging Tourism Stories for Global Media & Markets

Moderator:
Mr. Sergey Stanovkin, Head of BBC Studios Commercial Representative in Eurasia

11:00 - 12:30 Workshop 2:
"The Key Words Are... Telling Armenia's Story Together"

Moderator:
Ms. Dochka Andreeva, International Sustainable Tourism Consultant

11:00 - 12:30 Workshop 3:
"Communicating Trust: Keeping Destinations Credible in a Changing World"

Moderator:
Dr. Michael Haynes, Strategic Tourism Advisor and International Development Specialist

12:30 - 12:45 Summary of workshops by the Moderators

12:45-13:00 Closing Remarks
Ms. Lusine Gevorgyan, Chairman of the Tourism Committee of the Ministry of Economy of the Republic of Armenia

12:40 Cultural Tour
(International Participants only)

