**MADRID** CONVENTION BUREAU















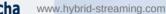
- making guided tours better -

















## **POST TOUR** FRIDAY TO SUNDAY 11TH TO 13TH FEBRUARY

- Depart hotel on Friday after breakfast at 09:30 and head to the old city of Segovia with a local tourist guide.
- Visit to the Roman Aqueduct followed by a visit to Alcázar.
- Lunch at leisure.
- Head to the medieval town of Toledo arriving approx. 18:30 and home for 2 nights.
- Sponsored Dinner included at a local restaurant.
- Saturday we will enjoy a walking tour of Toledo with our local tourist quide, Juan.
- Lunch is included as well as a few unique and special experiences in the town of Toledo.
- Dinner at leisure.
- Sunday departure from Toledo to reach the Madrid international airport by mid-day.

Contact Us

EMAIL: hybrid@wftga.org

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# 19th WFTGA CONVENTION / HYBRID Madrid, Spain

7th - 10th **FEBRUARY 2022** 

Welcome to the 19th WFTGA Hybrid Convention in Madrid, Spain. This being our first ever hybrid convention we are not only excited at the prospects of the future, but see this as an opportunity to bring together our WFTGA Family both virtually and in person on a larger scale.



The journey to get here has taken three unprecedented years. We have seen sadness and loss but have learnt to appreciate, tolerate and grow for the better. This has made us as individuals and our organisation stronger. We will keep working together to drive our sector forward, ensuring our growth and recovery in the future.

We thank all our Tourist Guide and Affiliate members for their support since our last Convention in 2019. We express our sincere gratitude to everyone contributing to the success of this year's convention.

Yours in Tourist Guiding, Alushca Ritchie, WFTGA President (2017 - 2022)

# **#WFTGAhybrid2022**







## SUNDAY 06TH FEBRUARY WFTGA GENERAL ASSEMBLY

By invitation only Appointed Delegates and Observers.

Venue: Hotel Mayorazgo Level -1

Room Cibeles

Dress code: Smart Casual

09:00 - 11:00

Registration desk on level -1
Bidding country displays

11:00 - 14:30

General Assembly – part 1 (hybrid session)

14:30 - 15:30

Light Lunch La Pradera, Lado Grande – level 0

15:30 - 18:00

General Assembly – part 2 (hybrid session)

19:30 - 21:00

Cocktail style dinner La Pradera, Lado Pequeno – level 0 Dress code: Smart Casual

(Delegates only)

## MONDAY 07TH FEBRUARY

#### **EDUCATIONAL DAY**

Programme for all registered participants, delegates and accompanying persons.

Venue: Hotel Mayorazgo Level -1, Room Callao Dress code: Smart Casual

09:00 - 11:00

Registration desk on level -1 Bidding country displays

11:00 - 14:00

Guest speakers (hybrid session)

- WFTGA welcome
- Christo Brand / Tourist
  Guide
- Tara Todros-Whitehall / TW Visual Story telling
- Marco Valente / ICCIRA
- WFTGA closure

14:00 - 15:00

Light Lunch / La Pradera, Lado Grande – level 0

15:15 - 16:15

2024 Bidding Country
Presentations

(live streaming session)

19:00 - 22:00

Welcome Dinner La Pradera, Lado Grande – level 0

Dress code: Smart Casual

(All registered participants, delegates, accompanying persons and invited guests)

# TUESDAY 08TH FEBRUARY

#### **EXPERIENTIAL DAY**

In person programme only. Programme for all registered participants, delegates and accompanying persons.

Venue: Hotel Mayorazgo Reception Area Dress code: Casual, comfortable shoes

**09:30** Departure from Hotel

10:30 Arrive Aranjuez

11:00 - 12:00

Palacio de Aranjuez visit

12:00 - 14:00

Outdoor guided tour/route: Isla Garden and historical quarters

14:00 - 16:00

Lunch at Rana Verde Restaurant

17:00 (approx.)

Arrival back at hotel

Free Evening for everyone.

**TOP TIP** 

Gran Via street, only steps from the hotel, has unlimited options for shopping and restaurants.

### This programme is subject to change at the discretion of WFTGA.

• Please adhere to all health and safety protocols within the venue.

#### **WEDNESDAY 09TH FEBRUARY**

#### **OPERATIONAL DAY**

By invitation only Appointed Delegates, Observers and WFTGA Trainers.

Venue: Hotel Mayorazgo Level -1 Room Cibeles

Dress code: Smart Casual

10:00 - 12:00

Training Division Meeting –

part 1

(hybrid session)

12:30 - 14:00

Training Division Meeting – part 2

(hybrid session)

14:00 - 15:00

Light Lunch La Pradera, Lado Grande

La Pradera, Lado Grande – level 0

15:15 - 16:00

2024 Bidding Country Q&A session

(hybrid session)

15:00 - 18:00

General Assembly – part 3

19:15

Hotel reception, 5 min walk to the dinner venue.

Dress code: Comfortable Smart Casual

(Delegates, Trainers and invited guests)

Programme for all registered participants and accompanying persons.

Venue: Hotel Mayorazgo

Level -1 Room Callao

Dress code: Casual

10:00 - 12:00

Workshops / presentation TBA (recorded session)

12:00 - 14:00

Workshops / presentation

(recorded session)

14:00 - 15:00

Light Lunch La Pradera, Lado Grande

level 0

15:00 - 18:00

City Walking Tour with local tourist guide.

Dress code: Comfortable

Free evening

(All registered participants, delegates, trainers, accompanying persons and invited guests)

# THURSDAY 10TH FEBRUARY

#### **PROFESSIONAL DAY**

Programme for all registered participants, delegates and accompanying persons.

Venue: Hotel Mayorazgo

Level -1 Room Callao

Dress code: Smart Casual

#### 11:00 - 14:00

#### Guest speakers / Hybrid

- WFTGA Welcome
- Welcome Adolfo Reyes / World Travel and Tourism Council
- David Noack Perez and Lesley Williams / Best Cities Global Forum
- Tara Todras-Whitehall / TW Visual Storytelling
- Monica Figuerola / Quiron Salud
- Erik Wolf / World Food Travel Association
- Chantal Cooke / Passion for the Planet

14:00 - 15:00

Light Lunch

La Pradera, Lado Grande

**15:00 - 17:00** 

Guest speakers

(hybrid session)

- Ulrich Berger / Guiding Group
- Janice Sousa / Indie Travel
- Dragan Kovacevic / Zequester e-learning solutions
- WFTGA Closure

### **CLOSING EVENING / THURSDAY 10TH FEBRUARY**

19:00 Hotel reception / Coach departures for Closing Dinner Venue.

(live streaming session)

- Closing by D. Luis Martín Izquierdo,
   Director General for Tourism, Region of Madrid.
- WFTGA announcements.

20:30 - 22:30

WFTGA Closing Dinner / Dress code: Smart Casual