

# MKTSE Virtual Programme



We have a full line-up of activities to keep you entertained on the virtual event platform. Make sure you add these exciting sessions to your agenda to be part of the action.

These sessions run alongside the pre-scheduled appointments between Exhibitors and Buyers, so please mark yourself as unavailable if you're planning to attend a specific session. Remember to also tune into our videos on-demand to remind yourself of the beauty of travel in our destination.

All times are set to Kenya Time, and will automatically show in your specific timezone. If you are not able to watch at the live session time, the recording will be available throughout October.

## TUESDAY 05 OCTOBER 2021

### OFFICIAL OPENING

Welcome event  
08:30 - 09:40  
Open to all participants

### MEDIA BRIEFING

Live Speaker Session  
09:40 - 10:00  
Accredited media

### SPEED NETWORKING

Video call meetings  
09:00 - 10:00  
Exhibitors, Buyers & Media

### POWER PANEL

*Travel with a Purpose*  
11:30 - 12:30  
Open to all participants

### MARKET UPDATE

*Reigniting Europe*  
12:30 - 13:00  
Open to all participants

### MARKET UPDATE

*Reigniting Africa*  
13:00 - 13:30  
Open to all participants

### BUSINESS BUZZ

Video call meetings  
13:30 - 14:30  
Exhibitors, Buyers, Media & Trade

### POWER PANEL

*Digitization of Destinations*  
14:30 - 15:30  
Open to all participants

### SPEED NETWORKING

Video call meetings  
15:30 - 16:30  
Exhibitors, Buyers & Media

## WEDNESDAY 06 OCTOBER 2021

### MARKET UPDATE

*Reigniting Emerging Markets*  
08:30 - 09:00  
Open to all participants

### SPEED NETWORKING

Video call meetings  
09:00 - 10:00  
Exhibitors, Buyers & Media

### POWER PANEL

*Changing Landscapes of Africa's Source Markets*  
10:00 - 11:00  
Open to all participants

### BUSINESS BUZZ

Video call meetings  
13:00 - 14:00  
Exhibitors, Buyers, Media & Trade

### POWER PANEL

*Tourism Before and After the Pandemic*  
14:00 - 15:00  
Open to all participants

### SPEED NETWORKING

Video call meetings  
15:00 - 16:00  
Exhibitors, Buyers & Media

### MARKET UPDATE

*Reigniting North America*  
16:00 - 16:30  
Open to all participants

*Reigniting the  
Magic of Travel*