

MKTE 2022 - EVENTS PROGRAMME

Date	Time	Event Name	Audience	Note	Venue
Thursday 29 Sept	All day	Hosted Buyers arrival	Hosted Buyers, Media	Hosted buyers arrive throughout the day. Evening at leisure	JKIA Transfers to various hotels
Friday 30 Sept	Refer to itineraries	Hosted Buyer / Hosted Media: Fam Trip Departure	Hosted Buyers and media	As per individual itineraries	Nairobi Hotels
Monday 03 Oct	All day	Hosted Buyer / Hosted Media Fam Trips	Hosted Buyers, Hosted Media	As per individual itineraries	
	08:00 - 20:00	MKTE Build Up: Custom Build Stands	Exhibitors and Organisers		Bomas of Kenya
Tuesday 04 Oct	Refer to itineraries	Hosted Buyers and Hosted Media: Return from Fam trips	Hosted Buyers, Hosted Media		Nairobi Hotels
	08:00 - 20:00	MKTE Build Up: Exhibitors	Exhibitors and Organisers		Bomas of Kenya
	18:00 - 22:00	MKTE 2022 : Opening Function: 'A Night of Magic'	Hosted Buyers, Hosted Media, VIP guests, Exhibitors	By invitation only RSVP required	Bomas of Kenya
Wednesday 05 Oct	10:00 - 18:00	MKTE 2022 - Day 1	All	Pre-scheduled B2B meetings	Bomas of Kenya
	09:00 - 10:00	Hosted Buyer Briefing	Hosted Buyers	Compulsory	Bomas of Kenya
	09:00 - 10:00	Hosted Media Briefing	Hosted Media		Bomas of Kenya
	10:00 - 18:00	Matchmaking Opens	All		Bomas of Kenya
	12:00 - 13:00	MKTE 2022 - Day 1: Power Panel 1 Airlines & Access Travelling post-pandemic and what destinations can do to make travel easier for tourism	All		Bomas of Kenya Conference Room
	12:00 - 14:00	MKTE 2022 - Day 1: Lunch (2 Sessions)	All		Allocated Areas
	15:00 - 16:00	MKTE 2022 - Day 1: Power Panel 2 Sustainability and Inclusive Tourism Transformation of the Tourism Industry and the growing emphasis and importance on socially responsible practices and responsible travel.	All	Registration required	Bomas of Kenya Conference Room
Thursday 06 Oct	10:00 - 18:00	MKTE 2022 - Day 2	All		Bomas of Kenya
	10:00 - 18:00	Matchmaking Opens	All		Bomas of Kenya
	11:00 - 12:00	MKTE 2022 - Day 2: Power Panel 3 E - Travel Technology in the areas of marketing and distribution and the impact of advancing and expanding digitization and automation in the travel industry.	All	Proudly sponsored by Kenya Commercial Bank (KCB) Registration required	Bomas of Kenya Conference Room
	12:00 - 14:00	MKTE 2022 - Day 2: Lunch (2 Sessions)	All		Allocated Areas
	13:00 - 14:00	MKTE 2022 - Day 2: Mastercard Seminar Innovation and Digitization - building the future of tourism An insightful discussion on enabling a more resilient, sustainable, and inclusive tourism sector through innovation and digitalization.	All	Brought to you by Mastercard Registration required	Bomas of Kenya Conference Room
	14:00 - 15:00	MKTE 2022 - Day 2: Power Panel 4 The Future of tourism & it's resilience Emerging travel trends in a post-pandemic world	All	Proudly sponsored by ResRequest™ Registration required	Bomas of Kenya Conference Room
	18:00	Atta MKTE Networking Event	Atta Members & Guests	Registration required Please contact Atta directly for more information: Chris Mears - chris@atta.travel	Matbronze Café
Friday 07 Oct	10:00 - 16:00	MKTE 2022 - Day 3	All		Bomas of Kenya
	12:00 - 14:00	MKTE 2022 - Day 3: Lunch (2 Sessions)	All		Allocated Areas
	16:00	Matchmaking Closes	All		Bomas of Kenya
	16:00 - 16:30	MKTE 2022 - Day 3: Student Certificates	Student Volunteers		Bomas of Kenya Conference Room
	16:00 till late	MKTE 2022 : Closing Cocktails in partnership with Netflix	All	Exclusive premiere and screening of documentary ahead of the function	Bomas of Kenya

**Programme subject to change without prior notice