

UNIVERSIDAD POLITECNICA DE VALENCIA
ESCUELA POLITECNICA SUPERIOR DE GANDIA
Diplomatura en Turismo



UNIVERSIDAD
POLITECNICA
DE VALENCIA



ESCUELA POLITÉCNICA
SUPERIOR DE GANDIA

**“International congress on Promoting
Culture and Tourism in Equatorial
Guinea”**

TRABAJO FINAL DE CARRERA

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GANDIA, 2011



"International Congress on Promoting Culture and Tourism
in Equatorial Guinea". Madrid, May 16, 17, 18, and 19. 2012

Events organization and management:



"International Congress on Promoting Culture and Tourism
in Equatorial Guinea". Madrid, May 16, 17, 18, and 19. 2012

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Introduction: choice and justification of the project

Equatorial Guinea is a small country located in the heart of Africa. I was born in this country, but although I have spent over half my life there, I have had the opportunity to visit it every summer. I left Equatorial Guinea to go live in Spain when I was ten years old, but I've never felt so far away, not only because I go there every summer, but also because most of the members of my family are there. So there are very strong ties that bind me to my country

Equatorial Guinea is considered a third world country, but nonetheless, in the last ten years its economy has been greatly increased thanks to its oil resources. Little by little the country is developing economically, allowing it to improve services and existing infrastructures and extend them to supply the entire population.

The country is making efforts to break into the area of tourism, and there are many ideas being implemented to increase it. If we go back ten years we can see a clear improvement concerning tourism. The Ministry of Tourism is taking action to increase the presence of tourism in Equatorial Guinea. The main cities have expanded their hotel capacity, and other infrastructures are being built to facilitate the development of the industry. Cities are also expanding existing airports and building new ones with international access.

Much of the land and sea territory of Equatorial Guinea holds enormous natural resources that until now have not been explored by the population that lives in it. Perhaps, the people are unaware of the importance of, the wealth, in which they live with, its wonderful flora and fauna.

Across the country, a huge and real potential untapped economic resource exists: nature tourism, or ecotourism. If an organized tourism industry were created and developed in a short



time, tourism in this country could follow, with no fear of the uniqueness of the current progress that it is taking place in Equatorial Guinea in the XXI century.

Almost all landscapes of the territory of Equatorial Guinea - the island and the mainland - are usually green and lush with large shrubs, making it constantly admired by Western tourists who have visited this country on some occasion. In fact, the lakes of some of the islands could be used for sport fishing from the shore or in locally made canoes. There are sunrises and sunsets on the coasts that make tourists fall in love, the deep the forest, and companies of many animals that inhabit the rain forest, unique species of monkeys on the island of Bioko (where the capital is), Ureka turtles, and the park's bat cave Ecofak ... There are excellent places to enjoy the sun and beach tourism in all the coasts of the Atlantic side of the province of Litoral. The same beauty is found white crab of in the Atlantic island of Corisco, which is favourable for water sports. On the other hand, Equatorial Guinea also offers what it is known as urban tourism: the Batate Gothic church made of wood, the colonial streets of the Roman path in the old city of Malabo, the Banapa seminary and other architecture that reflects the passage of British and Spanish Empires.

Here, you can fully enjoy a holiday - at any time of year, taking full advantage of the natural wealth of fauna, flora and colonial architecture – since Equatorial Guinea has the distinction of being one of the few African states where you can enjoy relaxing with vacation with no risk of political dangers such as wars, popular uprisings, or armed clashes.

For these reasons and others, promoting the country is a way to help make it known internationally, and since the industry is still not consolidated, there is the opportunity to implement tourism from another perspective, since the advantage of starting almost from scratch allows us to focus on the sector as it suits us.



The idea of this conference is not only getting a potential customer base and business, but also to encourage entrepreneurs to implement their ideas on-site and to propose the most original alternative forms of tourism so that all these ideas will make Equatorial Guinea a memorable and dream-like place. As this is a country that is growing economically and even more in terms of tourism I thought that it would be a good idea to create a conference to help promote it.

Objectives of the project

The project's objective is to simulate the organization of a real conference, developing the main stages of it, these being the planning, the pre-congress, the congress itself and, finally, the post-congress. Included are the protocol and etiquette, the banquet and symbols, flags and clothing.

Throughout the process of creating the event, planning is ever present, and it will address all issues related to the organization and development of the congress, both before, during and after it. Likewise, it shall also mention the various secretariats that will take part in the congress, congressional funding, the professional agent that will be hired to conduct the event's organization, the various programs to be developed, protocol and etiquette, the greeting, invitations, symbols, flags and clothing, and finally, the banquet venue where it will take place, the menu, the presidency, the placement of the guests, and decorations, among other.



1. Congress theme

The reason of this project rationale is to develop an international conference to publicize Equatorial Guinea, thus, this will be the theme of the conference. The final title, which will appear throughout the printing that will be generated during the course of the organization of the event; is as following:

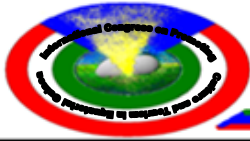
"International Congress on Promoting Culture and Tourism in Equatorial Guinea"

2. Congress objectives

The main goal of this conference is to make Equatorial Guinea internationally known as a quality tourism product, presenting the country as a whole, quality, differentiated product that integrates the typical elements of the tourism industry while presenting harmony in society, ultimately, encouraging tourism under the principles of sustainable development, thus achieving a balance between tourism and the people.

➤ Specific goals are:

- Promote and disseminate the cultural diversity of Equatorial Guinea by providing information on its artistic and cultural heritage.
- Promote each and every one of the products that comprise the total package of destination, not just the tourist infrastructure, but also the natural, cultural, heritage, and other amenities found in the country.

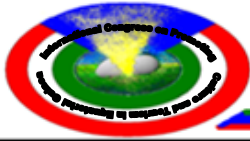


- Create a channel where by companies can present and promote their ideas and products, and thus enhance the interaction among tourism professionals and companies.
- Conduct a specific analysis for the creation and development of new ways of tourism, beyond sun and beach tourism.

3. Target

As the conference is about promoting tourism a particular destination, we are interested in having experts in the industry attend, be they tourism enterprises that are interested in investing in the country, specialists to help in the task of tourism development from a different perspective, managers of both public and private sector who are interested in mutual promotion of destinations based on alliances and partnerships, and of course, a customer base as tourists will be needed, guests who will help this project to be really feasible. So anyone who is fond of tourism and likes to discover new and different tourist spots, this is your space. In this way the target audience for this conference is as follows:

- Coordinators and researchers in the world of tourism
- Authorities and representatives of public institutions
- Tourism industry
 - Travel agencies and tour operators
 - Hostelry companies
 - Tourism territories planners



- Students in general, from universities, professional colleges and other educational institutions, with special attention to tourism management students.
- Property developers
- Cultural associations
- General public

4. Choice and justification of the logo

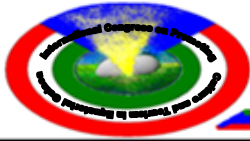
After considering various possibilities to design the logo, the final design of it is

detailed below.



The main image of the logo is a halved egg depicting the birth of something, in this case, the birth of a new tourist destination, a destination where not only the sun will be enjoyed all year long, and thanks to country's geographical location, heat

is the main attraction every month, but also a place to enjoy natural places, beaches, unspoiled environments, stunning scenery, etc. In short, the egg represents the state of the country, what it offers and the importance of natural resources.



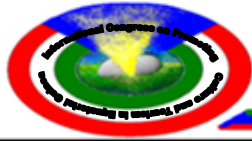
Since many areas might meet the characteristics described above, the egg is surrounded by the colors of the country's flag, thereby giving identity to the logo. In short, make it more representative of the country, so that when people see the colors it will be easier to identify or relate it to Equatorial Guinea. Finally, we have added the conference theme inside the logo to give more consistency.

5. Date and venue of the congress

The place chosen for holding the conference is Madrid (Spain). There are several reasons for this choice.

On one hand, Spain is a country that, in terms of tourism, is in a stage of maturity-saturation that makes the tourists seek new and different destinations. For several decades, Spain has been developing what is known as mass tourism due mainly to two resources which the country has that led it to the highest in the world rankings of the most popular destinations in the world: sun and beach. As a result, all efforts were directed to encourage this type of tourism, which today is no longer attractive to tourists because they are increasingly demanding more and want something more than just sun and sand. Thus more and more destinations emerge that are able to compete with Spain and other countries and with more affordable prices. In short, many tourism businesses are seeking opportunities to innovate and invest, when, as in Spain, is currently very difficult due to land use, among other.

On the other hand, Equatorial Guinea is a former Spanish colony, so culturally, both countries have things in common, specially the language, so that one of the reasons why Spain was



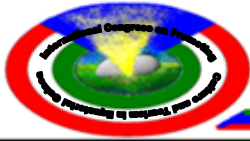
chosen as the place of the event is its cultural affinity which our country compared with other developed countries with which Equatorial Guinea has relationships.

Finally, Spain has been chosen due to its leadership in the sector. Spain is one of the most visited destinations in the world alongside the United States and France. In this sense, Spain has international recognition and that will help attract companies around the world and influence the promotion of the event.

As noted, the conference will be held in Madrid, which as the capital has major developers, travel agencies association's sites cultural, as well as the best national and international hotel chains that might be interested in investing in Equatorial Guinea.

The conference will take place specifically in the Palacio de Congresos de Madrid, which is a good choice because it has large rooms, large seating capacity, excellent facilities and other amenities, besides being one of the most privileged places to develop important events, thanks to its prestige, international recognition. Furthermore, due to its strategic location in the heart of Madrid, is well connected with the different means of transport. Its location offers various services such as retail, entertainment and leisure areas, and so on that attendees can enjoy.

The duration of the congress will be four days: the 16, 17, 18, and 19 May 2012. The month of May has been chosen because it is a good time to celebrate an event and to ensure that the target audience including students can attend.



6. Search for sponsors and partners

After studying the supply of potential partners and sponsors, the final decision has been to opt for partners and sponsors both Spanish and Equatorial-Guinean, since both are best suited to promote and sponsor this event. Also other international organizations have been chosen.

Sponsors:

- **Iberia Líneas Aéreas de España, S.A.** the flag carrier airline of Spain. Based in Madrid, it operates an international network of services from its main bases of Madrid-Barajas Airport and Barcelona El Prat Airport.



- **Euroguineana de Aviación:** an Equatorial Guinea airline that, with the collaboration of Spanair, offers flights both nationally and internationally in Africa and Spain.

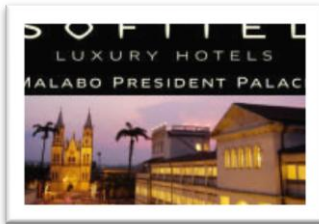
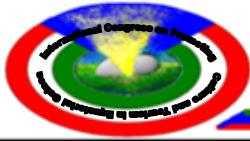


- **Ceiba Internacional:** an Equatorial Guinea airline that operates in some African countries.



- **BANGE:** National Bank of Equatorial Guinea.





- **Sofitel:** range of luxury hotels from Accor group, a French company that operates internationally.



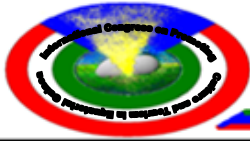
- **Swiss International Air Lines**



- **Hotel Ureca:** a four star hotel in Malabo, the capital of the city.



- **Caja Madrid:** Spanish savings bank.



Partners:

- **UNGE: Universidad Nacional de Guinea Ecuatorial:** the national university of Equatorial Guinea.



- **Fundación de España Guinea Ecuatorial:** a nonprofit organization whose goal is to "collaborate in the strengthening of peaceful relations and effective cooperation among all peoples of the Earth".



- **Centro Cultural Español de Malabo:** is an organization that is part of the Spanish Agency of International Cooperation for Development (AECID) and uses various means to manage Official Development Assistance (AOD).

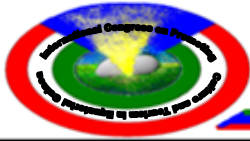


- **Universidad Complutense de Madrid:** Spanish University in Madrid.



- **Ayuntamiento de Malabo:** Malabo City Hall (Equatorial Guinea).





- **Ayuntamiento de Madrid:** Madrid City Hall (Spain).



- **ICEF Malabo: Institute Culturel d'Expression Française:**

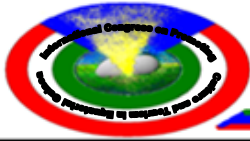
French Cultural Institute of expression: an organization that works to spread the French language in Malabo. For that purpose, it offers training programs for businesses, governments and all persons for whom knowledge of French is required at work.



7. Definition of the papers

As the aim of this conference is to promote Equatorial Guinea, the selected papers will serve to provide information about the country to the attendees: its geographical location, historical and economic evolution, natural and cultural resources and, of course, everything related to the tourism industry or hosting tourists, being it tourism facilities, entertainment and leisure services, catering and other companies of the industry. Here are the topics chosen for exhibition at the conference.

- **“Introduction”:** This first paper will be addressed to introduce the country, explaining the purpose of this conference, i.e. the reasons why the country wants to be known, and the interests that are pursued.

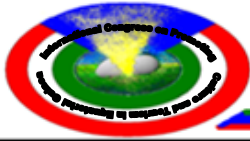


- ***“Physical and Human Geography of Equatorial Guinea”***: This paper aims to place Equatorial Guinea in a geographical space, so that attendees know what it is being discussed, including talking about all parts that make up the country; climate, flora and fauna; as well as presenting about demography, ethnology, language, religion and cities.

- ***“Historical and Economic Developments in Equatorial Guinea”***: This section will discuss the different domains in which the country has been: the Portuguese, the Spanish-British, Spanish dependency; and the exclusive control of Spain in the country until it became the independent state it is today. The section will also discuss the policies applied in the country in the field of human rights and foreign relationships, as well as political-administrative organization and the economy.

- ***“Cultural Diversity and Rich Heritage of the Country”***: Despite being a relatively small country, Equatorial Guinea has a culturally diverse population that is spread throughout the territory. This will therefore be one of the topics to be addressed in this section, as well as, education, literature, music, media, and gastronomy.

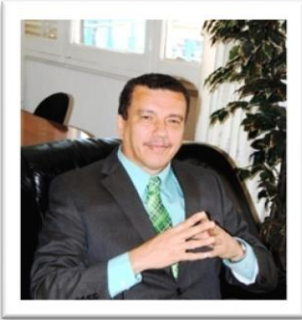
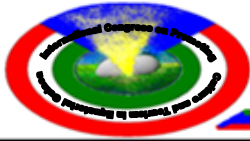
- ***“Different Ways of Accessing the Country”***: The focus of this section will be accessibility in terms of transportation. Emphasis will be placed on the connections between its cities and cities in other countries.



- **“List of Tourism Infrastructure and Other Services”**: This paper's main objective is to make an inventory of the main attractions of the country from natural resources the country has that help the development of tourism, to cultural resources created by man, infrastructure and tourism services as accommodations, facilities, entertainment, leisure, restaurants and other support services.
- **“Development of Tourism and its Effects on the Country”**: Finally, a projection of how the country has evolved in the field of tourism will be presented. The different changes that have emerged in the country can be seen since its beginnings in the sector, and its current situation to the future projection of it between now and the next 15-20 years, emphasizing the fact that Guinea Equatorial wants to be considered from a different perspective rather than that of the sun and beach destinations already established. The aim is to convey to the audience the idea of developing a destination that seeks to satisfy its customers by offering them what they want, giving an added value to the destination all based on the principles of sustainability.

8. Speakers selection

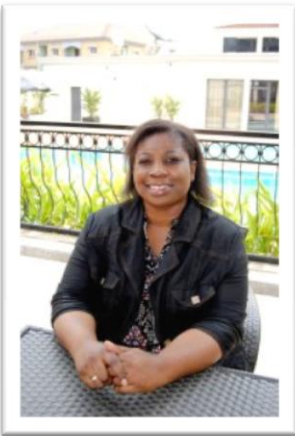
A personal letter has been sent to several speakers inviting them to attend the congress and to choose a paper from the list of papers to talk about it. In total 11 speakers will attend the conference, seven are from Equatorial Guinea and four are international.



➤ **Dr. Leo Heileman:** United Nations Development Programme (UNDP) Resident Representative, since 2009, a native of Trinidad and Tobago. Expert in matters related to environment and management.



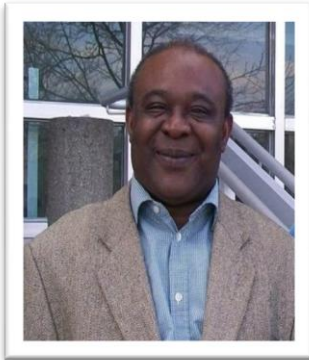
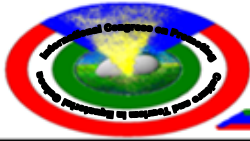
➤ **Dr. Candido Ondo Nchama:** director-editor of Panafrica magazine (issue No 15). He is currently working at the Information and Press Bureau of Equatorial Guinea. He is also an expert in the history of Guinea.



➤ **Mrs. Librada Asumu Elá:** creator and director of women's magazine "EWAISO, Mujeres del Siglo XXI" and fashion show "Malabo Fashion Week", she is also coordinator of the UNICEF Protection Project.



➤ **Mr. Benjamin Zarandona Esono:** a former Spanish football player, he has been known internationally with the football team of Equatorial Guinea.

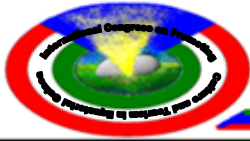


➤ **Dr. Donato Ndong:** an Equatorial Guinean writer/journalist and part of a movement of young Afro-descended authors who have contributed their African experience and traditions to Hispanic culture. Subsequently, he has served as the adjunct director for "Nuestra Señora de África de Madrid" (Our Lady of Africa in Madrid) and the "Centro Cultural Hispano-Guineano de Malabo" (The Center for Hispanic-Guinean Culture in Malabo). Recently he has been a visiting professor at several United States universities.



➤ **Dr. Fernando Abaga Edjang:** Degree in Agricultural Economics and Master's degree in Economics from "Western Illinois University (United States). He was professor of economics at the UNED Associated Center in Malabo. Today is international official in the headquarters of the United Nations Development Programme (UNDP) in New York.

➤ **Dr. Ellen Friedrich:** an associate professor at Valdosta State University. Dr. Friedrich works in the Department of Classical and Modern Languages, and teaches, in addition to French and Spanish, an Honors Seminar 1990 class focusing on Arthurian legends. Her academic achievements include an A.B. in Spanish, magna cum laude and an M.A.T. in Romance Languages both from the University of Georgia, and a Ph.D. in Romance Philology at the University of North Carolina at Chapel Hill. She has studied abroad in Burgos, Spain; Prades, France; Lisbon, Portugal; and in Pisa, Italy. She was



Director of the Seville Summer Study Abroad Program at Valdosta State University from 2003-2009.

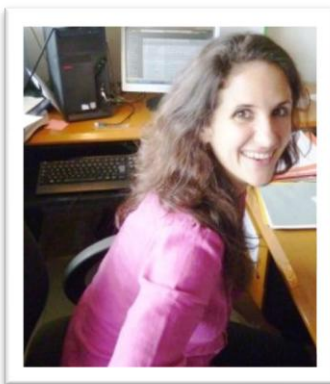
- **Dr. Arsenio Moro Molongua Avomo:** Director-General of Tourism Promotion at the Ministry of Information, Culture and Tourism of Equatorial Guinea.



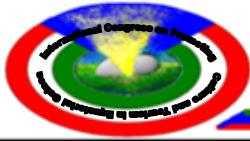
- **Karlos Arguiñano:** a chef, television presenter, actor and Spanish businessman. Very popular in Spain since the early nineties for his TV cooking programs, conducted both on the public channel, as on private channels.



- **Professor Rosendo Ela Nsue;** considered one of the great experts in the history of Equatorial Guinea. Teacher from the colonial era, education director, inspector of education, council, deputy provincial governor and member of the National Council of PDGE, etc.



- **Ivanne Girard,** director of the Cultural Institute of French Expression (ICEF) in Malabo, an initiative of the Ministry of French Culture and Communication to expand and extend the French in Equatorial Guinea as a tool for social cohesion. She is also a professor of French.



9. Turnout forecast

The expected number of conference attendees is approximately 400 persons. The room elected in the Palacio de Congresos de Madrid is the hall 1-Unesco, which has a seating capacity for 400 people. Its description is as follows:

It is the second room for capacity Palacio de Congresos de Madrid, with an entrance facing the main lobby and entrance area suitable for delivery of documents or coffee service.

➤ Rental fee: 2,175 € per day

➤ Capacity: 400 seats

➤ Dimensions:

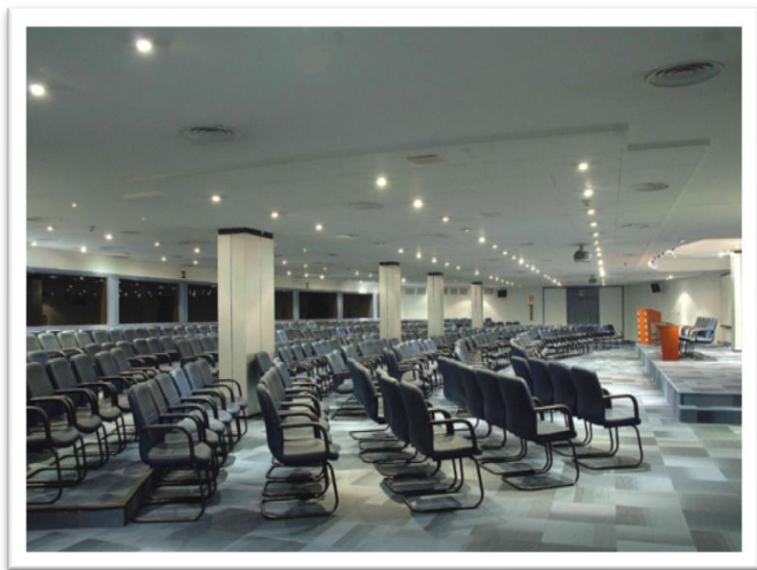
Area: 423.2 m²

Width: 16.15 m

Length: 34.54 m

➤ Other features:

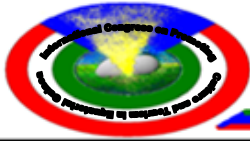
Fixed public address
system.



Infrared simultaneous interpretation system: 6 channels + speaker

The daily distribution of the attendees will be more or less the one presented below:

- Speakers: 4
- Teachers and researchers: 50
- Health sector: 50

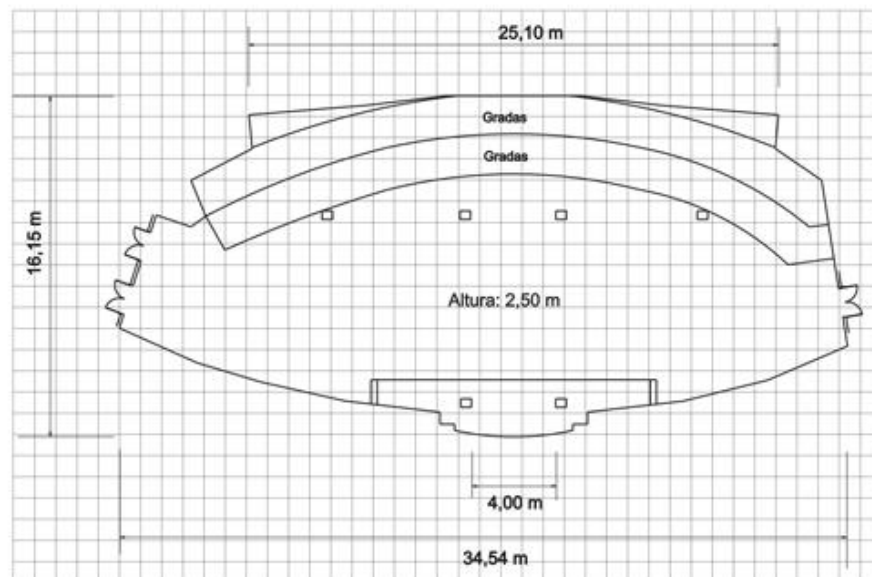


- Students: 225
- unemployed people and others: 70

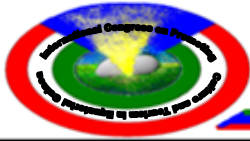
To encourage participation of students, one of the activities to be carried out during the congress is the distribution of certificates attesting to attendance at the event and will serve as extra credit in education.



Escala 1/200



The hall 1-Unesco will be the main venue of the official program. There will be other rented rooms other rooms in the Palacio de Congresos de Madrid for the working commissions, exhibition halls, offices for the organizers, banquet rooms for speakers, and facilities for incorporating audiovisual and simultaneous interpretation.



10. Determining the congress registration fees

When defining the registration fees, the following has been taking into account: the number of conference attendees, the purchasing power of different groups who attend, and all expenses incurred during the creation of Congress.

Attendees	Before May	After May 1 st
Teachers and Researchers (x50)	50 €	80 €
Industry professionals (x50)	60 €	80 €
Students (in general) (x170)	15 €	35 €
Students from Equatorial Guinea (x50)	10	20 €
Unemployed / others (x70)	15 €	25 €

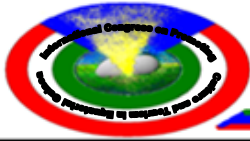
These fees include conference documentation, morning and afternoon coffee services, transport and social events. There are special rates for students if they hire complete packages.

400 € for students from America, Asia and Africa *

300 € for students from Europe *

250 € for students from Spanish cities *

* Package price for students includes three nights accommodation in three star hotel, with half board, transport from place of origin to the hotel and a day touring the city of Madrid.



A bank account will be created where to make deposits or bank transfers for payment of registration fees.

BANK ACCOUNT: DATA FOR PAYMENT OF REGISTRATION FEES

Deposits or bank transfers:

Name: Eventplange S.A

Bank: Caja Madrid

Branch: 1234

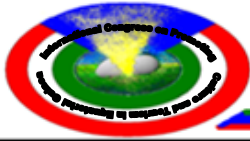
Account Number: 000-6550-0613577-1230

Once the payment is made, it should be send a legible copy of the deposit slip or bank transfer should be sent in Pdf. Email to: congresoigtge@hotmail.com. In the copy of proof of payment shall legibly enter the following information:

- a) the full name of the conference attendee,
- b) Specify whether a researcher, teacher, professional, student, or unemployed
- c) The following acronym: "I ICPEG 2012"

For congress records this information is an essential and mandatory requirement for all participants.

Without exception, payment will not be registered if there is no proof of payment of the requested information.



11. Definition of the committees and the Technical Secretariat

Scientific Committee: The whole speaker selection process and subject creation has been carried out by the organizing committee. The organizing committee is based in Equatorial Guinea. This committee is composed of:

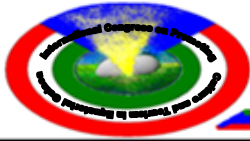
- President: Minister of Information and Tourism, Jerónimo Osa Osa Ecore.
- Vice President: Secretary-General of the Ministry of Foreign Affairs, Simeon Oyono.
- Secretary: Director General for Culture, Rufino Esono Ndong.

Honorary Committee: The following people constitute the committee of honor:

- President: President of the Republic of Equatorial Guinea: Obian Nguema Mbasogo.
- Vice president: Director-General of Tourism, Arsenio Moro.
- Members: The Minister of Economy, Commerce and Business Promotion, Pedro Ondo Nguema; and the sculptor and President of the Center for Science and Technology (CICTE), Leandro Mbomio Nsue.

Technical Secretary: the Technical Secretariat managed by the company Siasa Congress, SA located in Madrid, is a Technical Convention Office that provides all services necessary for the organization of congresses, conferences and meetings of all kinds, both domestic and international. Activities to be undertaken include the following:

- Hiring and accommodation booking for delegates and speakers. The details of the hotels are detailed in paragraph 17: Hotels reserved for Congress.
- Hiring and coordination of the headquarters and meeting rooms.



- Hiring and coordination of ancillary services: Siasa Congress, SA will also be responsible for the recruitment of stewards who will be present throughout the course of the event for help if needed and to conduct guided tours around the Palace of Congresses and the city of Madrid. Media such as plasma screens, projectors, and videos for the room will be rented. Guided tours and travel for the Congress will be carried out with tour buses. These buses will be provided by the carrier Almira.
- Organization of the gala dinner (see menu attached). The dinner will be held in one of the banquet halls of the Palacio de Congresos. The requirements of costumes for the night's gala dinner are:
 - Women should wear long evening dress
 - men should wear formal suit and white tie
- Applications process: a web page will be provided, through which it will be possible to carry out registration and receipt of confirmations, as well as phone and fax numbers.
- Preparation and submission of documentation to the congress attendees. The Congress attendees shall have credentials for attending the conference, as well as the scientific program and the program of optional excursions that could take place (see attached).
- Installation of office-based assistance for the duration of the conference. A stand will be enabled with hostesses for customer services.



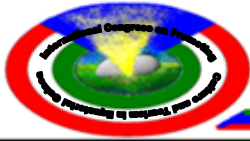
12. Printing

All documentation that is generated for the event shall carry the logo of the congress and some of them will be for the congress attendees, delivered on the conference day or the day before it. Brochures will be provided to promote Equatorial Guinea and Spain (see leaflet), among other purposes. Below are all the materials that will be printed (all attached to the folder):

- Design and preparation of documentation (letters, envelopes, etc.).
- Posters announcing the conference
- Accreditations
- Certificates of attendance
- Registration form
- Official Programme
- Folder Design
- Stamp
- Pens

- Note book
- Satisfaction Survey

A gift for distribution to those participating in the conference has also been prepared. The gift is a pen with the figure of the logo, along with some notebooks for note taking during the conference.



13. Website Design

The principal mean of dissemination of the event, a record of registration, and transcript of the presentations and conclusions will be the web site, thus a web page has been created. The website is <http://www.Congresoigtge.com>. This site will serve not only to facilitate interaction between the various entities involved in the creation of the Congress, but will also serve as a tool to communicate effectively and provide constantly updated information. The whole design of the website is attached to the folder.

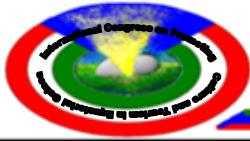
14. Correspondence

An invitation in writing to potential honorary committee members, sponsors and associates, as well as speakers to present a paper that meets the scientific program. Presenters must communicate what their rates and availability. For sponsors, contributors and presenters, we have a possible model for the honorary committee. The correspondence documents are in the folder.

15. Development of the scientific program

Opening ceremony: on May 16, 2012 from 9 am to 10am. The inauguration is to present the honorary committee members:

- President: His Excellency the President of the Republic of Equatorial Guinea:

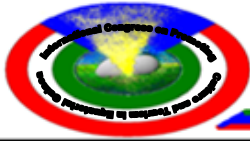


Obiang Nguema Mbasogo

- Vice-president: The Honourable Director General of Tourism: Arsenio Moro
- Speaker 1: His Excellency Minister of Finance, Commerce and Business
Promotion: Pedro Ondó Nguema
- Speaker 2: Honourable Mr. Chairman of the Centre for Science and Technology
(CICTE): Leandro Mbomio Nsue

The President of the honorary committee will sit in the center of the presidential table. At his left it will be the Vice President, at his right speaker 1 and at the left of the vice president it will be speaker 2.

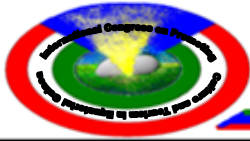
<i>May 16th: "History and Natural Resources"</i>
9:00 – 10:00 Reception: Opening Ceremony. Presentation of the committee members.
10:00 - 11:30 Introduction. <i>"Equatorial Guinea, a Destination to Discover"</i>
11:30 – 14:00 Lunch Break
14:00 – 17:00 <i>The Historical and Economic Evolution of Equatorial Guinea</i>
17:00 – 17:30 Break
17:30 – 19:00 <i>"Natural Resources in Equatorial Guinea: Green, Blue and Yellow resources"</i>
<i>May 17th: "Equatorial Guinea's Rich Heritage and Cultural Diversity"</i>
10:00 – 12:30 <i>"Languages and Religions of Equatorial Guinea"</i> .
12:30 – 13:30 <i>"Architecture, Music, Traditional Dances and Sports"</i> (1 st part).



13:30 – 16:00 Lunch Break
16:00 – 17:00 <i>"Architecture, Music, Traditional Dances and Sports"</i> (2 nd part).
17:00 – 19:00 <i>"Gastronomy and Popular festivals in the country"</i> .
May 18th: "Transport, Tourism Infrastructure, and leisure"
10:00 – 12:00 <i>"How Entering the country"</i>
12:00 – 13:00 <i>"Description of Main hotels and Restaurants"</i>
13:30 – 16:00 Lunch break
16:30 – 18:30 <i>"Leisure and Other Services."</i>
Saturday May 19th: Tourism and Closure
10:00 – 12:00 <i>"Development of Tourism and its Effects on Equatorial Guinea"</i>
12:00 – 13:00 Closure and wine of honor
20:00 – 23:00 Gala dinner

16. Transportation

Siasa Congress, SA procure hire both air and ground transportation with Iberia and Almira, making available to the participants and their companions buses service to take charge of transporting them to their hotels. Also buses from the company Almira will be used for social events and cultural activities prepared for the guests. The location for pick-up and drop-off are detailed in the accompanying program.

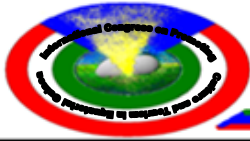


17. Hotel reservations for delegates

Siasa Congress, SA will be responsible for booking the hotels, and maintaining continuous contact with them. Hotels have been reserved in various categories as people attending the event have different purchasing powers. The hotels selected are very close to the Palacio de Congressos, these hotels are Di Carlo Hotel Madrid (3 *), Hotel Abba Castilla Plaza (4 *), Rafael Orense Hotel (4 *), and Eurostars MadridTower Hotel (5 *).

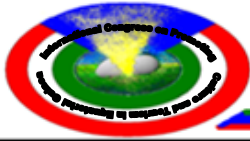
18. Conference documentation

All documentation will be distributed during the congress to delegates and other attendees. The documents are saved in the folder and they consist of: the official and scientific program, social program, schedule for the duration of the congress, credentials, tickets for coffee, lunch, and dinner, the menu of the gala dinner, travel guides and other documentation about Equatorial Guinea, Madrid in general and Spain specifically, the menu of the gala dinner, certificates, gifts and more.



19. Social Program

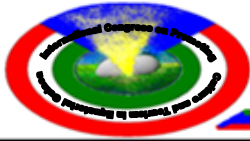
Tuesday, 15th May	
17:00 – 20:30	<ul style="list-style-type: none"> - Coffee and snacks – Repeating video about the conference's schedule: official program, social program, scientific program, Information about Equatorial Guinea and Madrid - Tour: San Isidro Festival
Wednesday, May 16th	
10:00 - 11:30	<ul style="list-style-type: none"> - Official Opening and Cocktail Reception - Documentary about the cultural variety of Equatorial Guinea: "peoples, festivals and cuisine".
11:30 – 14:00	Lunch on own
14:00 – 17:30	Visit to the Prado Museum
17:30 – 19:00	Tour: Madrid city guide - San Isidro Festival
20:30	Welcome dinner: "African-Spanish cuisine"
Thursday, May 17th	
11:00 – 13:00	Art Exhibition of Equatorial Guinea in the history museum
16:00 – 19:00	San Isidro tour: special folk performance – Madrid city guide



20:00 – 23:00	Performance Dinner: African dance in Equatorial Guinea
Friday, May 18th	
10:00 – 13:00	Visit to the Royal Palace
16:00 – 19:00	Shopping tour around the city
Saturday May 19th	
11:30 – 13:00	Shopping tour around the city.
20:00 – 23:00	Gala Dinner

20. Recruitment Services

The scientific committee will be in continuous touch to agree to and define all the services needed to develop the conference contract. The verbal agreements will be formalized by written contracts between the two parties. For its part, Siasa Congress, SA will also contract with other companies that will provide services that have been agreed upon with the scientific committee and may not be offered by Siasa Congress, SA. Among the contracts generated there are: the contract with the speakers, with the Palace of Congresses, hostess service, translators, reservation of accommodations, catering and restaurants, the accompanying program, etc. In the folder is a standard contract attached to the conference venue.

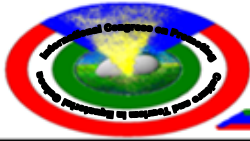


21. Congressional Outreach

To publicize the congress the committee has released several press releases in various magazines on culture and tourism have been released: *Discover the art*, *Clio*, *Quo*, and *National Geographic*. In addition, a press conference has been convened to generate publicity and to appear in various media (TV, radio, internet, newspapers, etc.). Finally, letters have been sent to associations, companies and institutions linked to the cultural tourism sector.

The official conference website (<http://www.Congresoigtge.com>) has been updated as it has progressed in its creation and in obtaining more information. The official website of the conference is also an important means to disseminate and publicize the conference. Other actions taken to publicize the conference were to apply to several organizations that advertise the conference on their website. Among these organizations are the Congress Palace of Madrid, the Embassy of Spain, the government of Equatorial Guinea, the French Embassy and other African, European and American both profit and non profit organizations. Publication of the Congress in these sites is connected to a link that will take the surfer to the official website of the congress. From the web you can access all the information concerning the conference.

Siasa Congress, SA will make contact with tourism companies and national and foreign universities to report on the event and encourage them to participate. Students and teachers, researchers and professionals will have the floor to voice their opinions, questions and suggestions. Finally, for those who can not access all the media already mentioned several informational signs for the city of Madrid, for Equatorial Guinea, and at several international universities, will be displayed.



22. Mailing

A first announcement of the event will be made two years before the date of the congress, in order to allow any interested parties to plan their agenda and financial resources for attendance. This first presentation will be made through a simple publication since the aim is to reach the maximum number of potential attendees (see attached).

The second announcement will take place a year before the date of the congress. At this time a preliminary program is included as well as much broader information than that which existed in the first announcement. At this stage, the scientific committee, the organizing committee, and the honorary committee are defined, and the address of the website will be made available.

The conditions of participation, including the registration form and accommodation will also be defined. Finally, information about the city, where the conference will take place (hotels, social and cultural activities, and electronic and postal address during the conference) will be provided.

The final announcement will be made three months before the date of the conference. This announcement will contain a document with the final content of the congress. The information will be sent to the participants, all service providers, and hotels booked for the conference.



23. Registration

Registration forms will be jointly developed by the organizing committee and professional operator (Siasa Congress, SA) and they will be sent to attendees a year in advance. They will also be posted on the conference website for those who choose the online registration (see appendix).

24. Conclusions

Developing a conference is not an easy task. When I started working on this project it seemed that it would go smoothly, taking into account that this is only a simulation. Any decision taken during the planning of the conference is crucial. Obviously this project only covers the key points of a conference. A real congress would embrace more points, which due to its length, would occupy more time than necessary for this objective.

Since the first stage, which is the selection of staff, this is a very important step because when a wrong decision is taken it will be reflected on the results of the whole process, on the day of the event. The persons selected to be part of the team should be responsible, punctual, and committed to the event and have experience working as a team. It is therefore very important to select well the different ministries and committees.

Another crucial part of a congress is funding, since a conference is an expensive event, especially if it is an international conference, with significant operating expenses, shipping, publications, audiovisual media, and other basic expenses. In this simulation only the congress



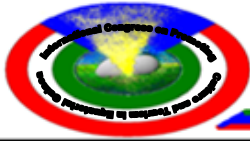
registration fees have been reflected as the main source of funding, but obviously the costs are much more than are needed for other sources of funding such as that achieved by the sponsorship.

Another important aspect that I would highlight when managing an event is communication.

Maintaining a good communication and coordination between different actors involved in the event management is crucial to ensure the success of the congress. The announcements and the distribution of the program, as well as the registration procedures, papers, booking services, treasury management, and the preparation and publication of the conference documentation are all very important.

Last but not least, Congress must end properly. The last event of the conference may mean the end for attendees; however, managing agents have to keep working for congress until everything has been completely wrapped up. They must continue working, but at this stage it will no longer be against time. During the days after the event, the organizing committee compiles internal information (collected during the congress) and external (feedback and praise), which then contrasts with the various reports from suppliers. During this period some members of Congress also might take the opportunity to take a few days to relax and explore the region where the event has grown, its suburbs and surrounding countries, pointing to one of the post-congress trips offered by the organization.

This is a job that requires dedication, even so I feel like I am capable of developing it. Actually it would not be the first time that I have organized an event. While organizing family level events I have always been told that I should contribute my talents to this world. So it is an option I do not discount in the future, and I might even consider joining a company that organizes events or venture to create my own.



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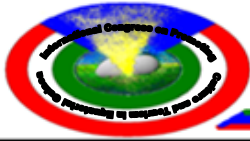


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Annexes

- 1- Logo design
- 2- Design and preparation of documentation (letters, envelopes, etc.)
- 3- Web site design
- 4- Mailing: first announcement
- 5- Posters announcing the conference
- 6- Registration form
- 7- Stamp
- 8- Partners and sponsors
- 9- Accreditations
- 10- Scientific program
- 11- Social program
- 12- Brochure: Madrid
- 13- Catalogue: Equatorial Guinea, a country whose development grows day by day
- 14- Dinner tickets
- 15- Dinner menus
- 16- Folder Design
- 17- Gifts: pen and notebook
- 18- Certificates of attendance
- 19- Satisfaction Survey



"International Congress on Promoting Culture and Tourism
in Equatorial Guinea". Madrid, May 16, 17, 18, and 19 2012
