



**Program: Africa Place Marketing**

**Claim:** Major Events: Catalysts for Holistic and Inclusive Territorial Attractiveness

**Date:** November 20-21, 2024

**Venue:** Hyatt Regency Casablanca

**Website:** [www.africaplacemarketing.com](http://www.africaplacemarketing.com)

**Opening Ceremony**

20-11-2024 - 09 : 30 – 10 : 30

**DAY 1 – November 20-2024**

**Master of Ceremony**

**Ababacar Tounkara** – Journalist and Presenter at Medi 1 TV

**Speakers**

**Nabila Rmili** – Mayor of Casablanca City

**Mohamed Jouahri** – General Manager of Casablanca Events and Animation

**Othmane Cherif Alami** – President of the Regional Tourism Council of Casablanca-Settat

**Yasmine Alaoui** – University Professor and Expert in Territorial Marketing

**KEYNOTE 1 : How Can Major Events Enhance Territorial Attractiveness and Strengthen Place Branding?**

20-11-2024 - 10:30 - 10:55

**Moderator**

**Ababacar Tounkara** - Journalist and Presenter at Medi 1 TV

**Speakers**

**Sumathi Ramanathan** - Senior Associate: Public Relations and Trade Diplomacy at Gratiya Advisory, United Arab Emirates

**COFEE BREAK**

20-11-2024 - 11:00 - 11:15

**DEBATE / KEYNOTE : How Can Events Become a Lever for Place Marketing?**

20-11-2024 - 11:15 - 12:30

**Moderator**

**Yasmine Alaoui** - University Professor and Expert in Territorial Marketing

**Speakers**

**Salaheddine Mezouar** – Chair Advisor, President of COP 22 and Former President of the Moroccan Employers' Confederation

**Svetlana Picou** – Senior Partner, Global Strategy at Gratiya Advisory, United Arab Emirates

**Mouad Hajji** – General Coordinator for Morocco's 2030 FIFA World Cup Bid

**Cyrille Bado** – Branding Specialist and Associate Expert at the UNESCO Chair, Côte d'Ivoire

**Soufiane El Khatiri** - President of the Marketers' Club

**Koussa-N'dor William Yoka** – Cultural and Sports Project Manager, and Director of a Cycling Club in Koutammakou, Benin

**LUNCH BREAK**

20-11-2024 - 13:00 - 14:00

**WORKSHOP : How could citizen participation be the cornerstone of a major event?**

20-11-2024 - 14:00 - 15:30

**Moderator**

**Lionel Flasseur** - Territorial Marketing Agency "One Provence," Marseille, France

**Speakers**

**Aicha Elabbasy** - Specialist in Territorial Communication and Engagement

**Gbanboua Jonas Sagnon** – Cultural Entrepreneur, Mali

**Sossou Ahouefa Huguette** - Lawyer, Program Manager, and Place Marketer, Togo

**Jamal Abdenasser** - Member of AMESVI, Cultural Project Manager, Programmer, and Artistic Director

**Serge Mahutondji Guezo** – Cultural Manager

## THINK TANK : Major events; catalysts for holistic and inclusive attractiveness

20-11-2024 - 15 :35 - 16 :35

### Moderator

**Oumar Baldé** – Journalist - Editor-in-Chief at Medi 1 TV

### Intervenants

**Safaa Boutamarhzoute** – Marketing and Communication Director - ZENATA Company

**Yannick Boka** – Consultant/Trainer and Social Media Marketing Specialist – Côte d’Ivoire

**Shannon James** – President and CEO of Aerotropolis Atlanta Alliance - Georgia (Stone Mountain), USA

**Fatima Zahra Mokhtari** – Director of the Economic Impulse and Territorial Offer Division - CRI Casablanca-Settat

**Ali Boujena** - Brand Image Expert

**Zountchegebe Pancras** - Specialist in Strategic Communication, Public Relations, and Nation Branding

**Daouda Thiandoum** - Urban Planner, Urbanist, and Geomarketer, Sénégal

## AFRICA PLACE MARKETING AWARDS

20-11-2024 - 16 : 40 - 18 : 00

### Host

**Oumar Baldé** - Journalist - Editor-in-Chief at Medi 1 TV

### Introduction :

**Awa Fall** – Monitoring and Evaluation Manager and GIS Specialist at Puma – Senegal (Winner of the Africa Place Marketing Awards 2023)

### JURY

**Salaheddine Mezouar** - President of COP 22 and President of the Confederation of Moroccan Employers

**Shannon James** – President and CEO of Aerotropolis Atlanta Alliance - Georgia (Stone Mountain), USA

**Svetlana Picou** – Principal Associate, Global Strategy at Gratiya Advisory - United Arab Emirates

**Lionel Flasseur** - General Director – Territorial Marketing Agency One Provence - Marseille, France

## DAY 2 – November 21-2024

**African Tourism Forum of Casablanca in collaboration with CRT Casablanca-Settat : Major Events as Catalysts for the Sustainable Tourism Development of African Destinations**

### Opening of the African Tourism Forum of Casablanca

21-11-2024 - 09 : 30 – 09 : 45

#### Master of Ceremony

**Ababacar Tounkara** - Journalist-Presenter at Medi 1 TV

#### Intervenants

**Othmane Cherif Alami** – President of the Regional Tourism Council of Casablanca-Settat

**Mohamed Jouahri** – General Manager of Casablanca Events and Animation

### Panel 1 : Major Events and the Attractiveness of African Destinations

21-11-2024 - 09 :50 – 11 :00

#### Moderator

**Bouchra Taibi** – Consultant and Deputy General Director, CRTCS

#### Speakers

**Tahar Zerrari** – General Director - Sogécapital Gestion

**Hicham El Khlifi** – President - African E-Sports Confederation

**Afaf Cheham** – Development Director – Extra Morocco Travel

**M'Mouyonne Kouagou Robert** – Co-founder of the platform for training in territorial marketing professions, Africstours.Net

### Panel 2 : Casablanca-Settat, what model of sustainable tourism development through Major Events?

21-11-2023 - 11 :10 – 12 :10

#### Moderator

**Bouchra Taibi** – Consultant and Deputy General Director, CRTCS

#### Speakers

**Caroline Saunier** – Deputy Director, Tenor Foundation for Culture

**Othmane Cherif Alami** – President of the Regional Tourism Council of Casablanca-Settat

**Mounia Arezki** – General Director – We MICE You

**Ahmed Alami** – ident of Jazzablanca Festival & Founder of SevenPM

## Key Note Speaker

21-11-2023 - 12 :20 – 12 : 35

**SUMATHI RAMANTHAN** - Senior Associate: Public Relations and Trade Diplomacy at Gratiya Advisory, United Arab Emirates

## LUNCH BREAK

21-11-2024 - 13:00 - 14:30

## KEYNOTE 4 : The role of the Airport in the success of major events

21-11-2024 - 14:30 - 15:00

**Shannon JAMES** – President and CEO of Aerotropolis Atlanta Alliance - Georgia (Stone Mountain), USA

## WORKSHOP : To what extent could innovations in the event industry optimize and enhance the brand image of a territory?

21-11-2024 - 15:00 - 16:00

## Moderator

**Othmane Benayad** – General Director, Publicis Groupe

## Speakers

**Lionel FLASSEUR** - General Director – Territorial Marketing Agency One Provence Marseille, France

**Jean-Pierre Moudjalou** – Cultural Engineer – Gabon

**Wendmy Désiré Gabra** – Professor of Letters, Doctor from Joseph Ki-Zerbo University (Ouagadougou/Burkina Faso)

**Abdoul Aziz Mamadou Sékou** – Head of Hygiene and Sanitation Service, Municipality of Niamey, Niger

**Sadou Kaba** - Advisor for Economic, Financial, and Private Sector Issues

## KEYNOTE 5 : How to integrate a legacy perspective into all phases of an event project?

21-11-2024 - 16:05 - 16:20

**Svetlana Picou** – Principal Associate, Global Strategy at Gratiya Advisory - United Arab Emirates

## AFRICA PLACE MARKETING COMPETITION

21-11-2024 - 16:30 - 17:30

### Host

**Oumar Baldé** - Journalist - Editor-in-Chief at Medi 1 TV

### JURY

**Lionel Flasseur** - General Director – Territorial Marketing Agency One Provence - Marseille, France

**Sumathi Ramanthan** - Principal Associate: Public Relations and Commercial Diplomacy at Gratiya Advisory - United Arab Emirates

**Othmane Benayad** – General Director, Publicis Groupe

**Ali Boujena** - Brand Image Expert