



THE WORLD'S
LEADING TRAVEL
TRADE SHOW®
7-11 MARCH 2018



TOP 100 SUSTAINABLE DESTINATIONS AWARDS

Event Program

Time: 7 March 2018 15:00 /16:00 – 17:30

Venue: Palais am Funkturm, ITB Berlin (North Entrance)

S-Bahn – U-Bahn: Messe Nord/ICC

Info, Finalists and Jury: <http://greendestinations.org/best-of-top100-awards/>.

Event Presenters: Valere Tjolle (TravelMole's Vision on Sustainable Tourism)
Lonneke de Kort (Bookdifferent.com)

15:00 Registration of Finalists' Official Representatives, seating and presentation arrangements

15:43 Video-program: compilation of selected Finalists' videos

16:00 Welcome and Opening

Rika Jean-François, Commissioner ITB Corporate Social Responsibility

Best of Cities, Communities & Culture

Best of Nature

Best of Seaside

Intermezzo

Interviews with Albert Salman (Green Destinations) and Randy Durband (GSTC)

Announcement of the Top 100 ITB Audience Prize (*bring your smartphone and vote!*)

Earth Award - the world is dying – what are we doing?

Best of the Planet

- Africa
- Asia-Pacific
- The Americas
- Europe
- The Atlantic
- The Mediterranean

Top 100 ITB Audience Prize. Announcement of the winner

The World's Top 10 Sustainable Destinations 2018 - unveiled

17:30 Closing of the Official Awards ceremony

Video-program: compilation of selected Finalists' videos

17:45 End of video program.

Important Information for Finalists Representatives

Official Finalist Representatives who have been registered will be welcomed for technical instructions at **15:00h**, one hour before the start of the Event. This is important for seating and presentation.

Seating

Seat reservations have been arranged for all Official Finalist Representatives.

After the technical instruction you can take one of the reserved seats in the first row, or along the centre pathway, to allow you to quickly access the podium.

We kindly ask your fellow delegation members not to take any reserved seats, unless the destination name is indicated on the seat. You will receive Seat reservation confirmations upon arrival.

To the podium. After the announcement of the Award Category and the Top Finalists, the Jury Rapporteur will announce the various Winners, e.g. Nr 2, and Nr. 1. Once your destination is announced as a Winner, you immediately come to the podium, while the Jury Rapporteur summarizes a brief Jury report.

On the podium you will receive your Certificate from one of the presenters, we will only wait 2 seconds for a picture (main picture moment, with all Winners per Category, follows later), and the presenter will allow you to say a few words about one Key Achievement of your destination (see below). Please prepare a statement or pitch on this of no more than one minute, because after a minute the next Winner will be announced (no delay).

Your Key Achievement. This is an achievement or success story which is most relevant for the Category (in which you are a Finalist/Winner), and which can be useful for other destinations, to follow your example. While you will speak about the Key Achievement, we will display a PPT-slide with a picture of your destination (or Key Achievement), the Destination name and the Representative's name.

Win the Audience Prize!

In addition to the Jury Awards, we will ask the audience to vote for the Top 100 Audience Prize. People can only give their vote if they are live at the event.

The Audience Prize winner will be briefly interviewed and get a photoshoot with all its supporters, on stage.

Kind Regards,

The Sustainable Destinations Top 100 Team

Sustainable Destinations Top100 Secretariat

Green Destinations

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<http://greendestinations.org/2018-top100>