



United Nations  
Educational, Scientific and  
Cultural Organization



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CHÂTEAU DE VERSAILLES

# World Heritage Journeys of the EU

## Site Managers meeting

30 October 2018, Versailles Palace

*Organized by UNESCO and National Geographic in collaboration with the Palace and Park of Versailles World Heritage site. Supported by the European Union.*

# Programme

8.15-9.00	<p><b>Arrival to Versailles Palace</b></p> <p>Auditorium Dufour room Welcome coffee</p>
9.00-9.15	<p><b>Opening Remarks</b></p> <p>Mr Peter DeBrine, Coordinator, UNESCO World Heritage and Sustainable Tourism Programme. Ms Girma Anuskeviciute, Policy Officer, European Commission</p>
9.15-9.30	<p><b>Welcome Remarks</b></p> <p>Mr Denis Verdier-Magneau, Director of Cultural Development, Palace of Versailles.</p>
9.30-10.00	<p><b>Report and review of updated World Heritage Journeys of the EU Marketing and Partnership Plan 2018/2019</b></p> <p>Mr Chris Seek, President, Solimar International and Ms Annabelle Canwell, SVP Global Partnerships, National Geographic</p>
10.00-10.30	<p><b>Group discussion on Marketing and Partnership Plan</b></p> <p>World Heritage sites to provide feedback and questions or queries they may have on marketing plan and activities, including progress so far.</p>
10.30-11.00	<p><b>The future of World Heritage Journeys: Vision for the long-term sustainability of the project</b></p> <p>Mr Peter DeBrine and Mr Frank Biasi, Director of Digital Development &amp; Travel Programs, National Geographic.</p>
11.00-11.45	<p><b>Group discussion</b></p>
11.45-12.00	<p><b>Closing Remarks and next steps</b></p> <p>Mr Peter DeBrine</p>



**Lunch** 12.30-14.00

**Technical tour of Versailles Palace and Gardens (optional)** 14.00-15.30

**End of meeting** 15.30

Participants will be free to stay and continue the tour of the Palace and Gardens or travel home.