

INTERNATIONAL WORLD FEDERATION OF TOURIST GUIDE ASSOCIATIONS CONVENTION

January 29 - February 4, 2011
Tallinn, Estonia



With the support of
Culture Sector

14th WFTGA Convention 2011

“Culture as a Unifying Guide”

29 January – 4 February, 2011

Tallinn, Estonia

Organiser
Tallinn Guide Association
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Dear colleagues,

The Tallinn Guide Association is glad to welcome the members of the WFTGA to the 14th World Federation of Tourist Guide Associations Convention in 2011 in Tallinn!

Tallinn is the capital of Estonia and lies in Eastern Europe on the shores of the Baltic Sea. As a Hanseatic Town with a history dating back to 1154 Tallinn has been a meeting point for East and West for centuries. Its closeness to all major European capitals and its good infrastructure make it an ideal venue for any international event.

The Tallinn Guide Association is a union of 156 tour guides in Tallinn and has been a proud member of the WFTGA since 2007.

For the 2011 Convention we are proposing a comprehensive programme entitled Culture as a Unifying Guide, both for the participants in the Convention and for those accompanying them.

In 2011 Tallinn will be the European Capital of Culture, and naturally this became the underlying idea for our whole programme.

Our intention in drafting the programme has been to meet the expectations of members who want to learn and experience something new to enhance their professional skills, and also to provide a good experiential background to the training and discussions during the workshops organised together with the WFTGA.

Tours and excursions during the Convention week as well as pre- and post tours enable you to take a walk through the history of European medieval times and through modern culture at the crossroads of Europe.

We are honoured to be hosting the WFTGA Convention 2011 and warmly welcome you to Tallinn.

Come and be ESTonished!

Laura Taul
Tallinn Guide Association, President

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PROGRAMME

CONVENTION PROGRAMME

JANUARY 28th - FEBRUARY 4th 2011

CULTURE - A UNIFYING GUIDE

WFTGA: 1985 - 2010: 25 Years of Guiding World Culture & Heritage

TIME	PROGRAMME	SPEAKERS
January 29-30, 2010	Delegates` Meeting	
FRIDAY, January 28th	Delegates arrive and are met at the airport or port terminal	
	Check-in	
	Hospitality desk opens	
	Leisure time	
	Delegates arrive from the South-Estonia PRE tour at approximately 20.00	
20.00	Dinner for delegates at the hotel restaurant	
SATURDAY, January 29th		
09.00 - 11.00	Delegates' meeting	
11.00 - 11.30	Coffee break	
11.30 - 13.00	Delegates' meeting continues	
13.00 - 14.00	Lunch	
14.00 - 15.30	Delegates' meeting continues	
15.30 - 16.00	Coffee break	
16.00 - 17.00	Delegates' meeting continues	
18.00 -	Bus tour + walking in the Old Town to the Town Hall reception and dinner (hosted by City Government)	
19.30 -	Dinner in Town Hall	

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SUNDAY, January 30th		
09.00 - 17.00	Cruise Guide Training	
09.00 - 11.00	Delegates' meeting	
11.00 - 11.30	Coffee break	
11.30 - 13.00	Delegates' meeting continues	
13.00 - 14.00	Lunch	
14.00 - 15.30	Delegates' meeting continues	
15.30 - 16.00	Coffee break	
16.00 - 17.00	Delegates' meeting continues	
20.00 -	Informal welcome reception in Bogart Bar	
MONDAY, January 31st	MAIN CONVENTION Theme of the Day – MEDIEVAL CULTURE	
10.00 - 11.30	Opening ceremony	
	Welcoming performance by an Estonian choir	
	Welcome by the Host	Mrs. Laura Taul, President TGA
	Official Greeting	President of Estonia or Mayor of Tallinn
	WFTGA	Mrs. Rosalind Newlands, President WFTGA
	Press Conference	
11.30 - 12.00	Coffee break	
12.00 - 13.00	PLENARY SESSION	
	Theme: Interpreting World Heritage Sites: The Tourist Guides' Role	Keynote speaker Mr. Hervé Barré, Programme Specialist in Sustainable Tourism, Division of Cultural Expressions and Creative Industries UNESCO Head Office
13.00 - 14.30	Lunch at the hotel	
14.00 - 17.00	Accompanying persons' tour: Estonian Art and Handicraft	
	PLENARY SESSION continues	
14.30 - 15.45	INTRODUCTION to the MIDDLE AGES	Speaker Lt. Col. Fr. Einar Laigna, Medievalist, Estonia
16.00 - 18.00	Delegates' meeting	Bidding countries presentations
16.00 - 17.00	Presentation of the medieval club	Olde Hansa representatives

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18.00 - 19.30	Walking tour in the old town ending with dinner	Guided tours in small groups including Town Hall
18.45	Delegates depart to dinner	Special presentation in Olde Hansa for Delegates in Olde Hansa before Participants arrive
19.30 - 22.00	Medieval dinner in Olde Hansa restaurant	Medieval dancers and musicians
TUESDAY, February 1st	Theme of the Day - NATIONAL and TRADITIONAL CULTURE	
09.00 – 15.00	Accompanying persons' tour to Lahemaa National Park	
09.00 - 10.30	1. WFTGA President & EXBO Report 2. Area Representatives Reports	WFTGA EXBO
TIME	PROGRAMME	SPEAKERS
10.30 - 11.00	Coffee break	
11.00 - 12.30	Nordic Council – topic TBA	Speaker TBA
12.30 - 13.30	Lunch	
13.30 - 15.00	WORKSHOPS	
	1. UNESCO World Heritage Sites: Tourist Guide Role	Mr. Hervé Barré, Programme Specialist in Sustainable Tourism, Division of Cultural Expressions and Creative Industries UNESCO Head Office
	2. Choral singing I	Conductor Hirvo Surva, the Song and Dance Festival Committee
	3. Folk dancing I	Dance coach Mall Järvela, the Song and Dance Festival Committee
	4. The werewolf in national traditions	Merili Metsvahi, University of Tartu
	5. Sauna Culture in Estonia	Kalle Eller, Traditional Religions of Ancient Estonia
15.15 – 17.00	Delegates' meeting with coffee	
15.30 - 16.30	Bus tour 1 h	Kadriorg Park and the Song Festival Grounds, site of the Estonian Song Festival, featured on the UNESCO Representative List of the Intangible Heritage of Humanity
16.30 - 19.30	Programme at the National Art Museum KUMU, European Museum of the year 2008	From 16.30 1h guided tour in the museum 17.45 choir performance From 18.15 film programme Refreshments

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17.15	Delegates depart to KUMU	
19.00 - 20.00	Shuttle buses back to the hotel	
	Dinner at leisure	

WEDNESDAY, February 2nd	Theme of the Day - CONTEMPORARY CULTURE	
09.00 - 11.00	1. TALLINN: EUROPEAN CAPITAL OF CULTURE 2011	Keynote speaker: TBA
	2. UNESCO and Estonia	Prof. Mart Kalm, Estonian Academy of Arts, member of the UNESCO World Heritage Committee
10.00 - 13.00	Accompanying persons' Visit to Tallink Spa	
11.00 - 11.30	Coffee break	
11.30 - 13.00	WORKSHOPS	
	1. WFTGA Museum Guiding	Iris Barry, UK
	2. XXI century museum Smartmuseum (in the lobby)	Mariann Raisma, Development Director of the Estonian History Museum Ain Hinsberg, Estonia
	3. Guiding of visually impaired clients	Sylvi and Kadri Sarapuu, OÜ Kakora, Estonia
	4. Cruise Guiding Issues	Grant Holmes (UK)
	5. Bridging Cultures with Tourist Guides	Maricar Donato (USA)
	Lunch at leisure	
14.00 - 17.00	WORKSHOP Training Division	WFTGA Trainers only
	FREE AFTERNOON to browse the museums with free Tallinn Card	
18.30 - 20.30	Evening at the Culture Cauldron	Various Alternative Performers. Refreshments
21.00	Auction at hotel, Bogart Bar	

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THURSDAY, February 3rd		Theme of the Day - ALTERNATIVE CULTURE	
09.00 - 11.00	1. OFFICIAL AND ALTERNATIVE CULTURES: PROFESSIONALISM, CREATIVITY AND INNOVATION.	Keynote speaker TBA	
	2. Presentation of the Council of Nordic Countries	Keynote speaker From the Council of Nordic Countries Theme Creative Industry	
10.00 - 13.00	Accompanying persons' tour to the Estonian Freedom Fighters' Museum		
11.00 - 11.30	Coffee break		
11.30 - 13.30	WORKSHOPS		
	1. WFTGA: Status of Tourist Guides Worldwide	Felicitas Wressnig & Govind Agrawal	
	2. Choral singing II	Hirvo Surva, conductor	
	3. Folk dancing II	Mall Järvela	
	4. Culture Factory Polymer		
	5. Historical and cultural landscapes	TBA	
	Lunch at leisure		
	FREE AFTERNOON to browse the museums with the Tallinn Card		
15.00 -17.30	Delegates' meeting		
19.00 -23.00	GALA DINNER Restaurant Merineitsi, Sokos Hotel Viru		

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FRIDAY, February 4th	CONCLUDING DAY of the CONVENTION	
09.00 - 10.00	Panel discussion: Bridging Cultures with Tourist Guides in Iran, in Serbia, in ?	Panel led by Mary Kemp Clarke Panelists Amir Arbaban Iran, Ivana Curuvija Serbia, + 3.panelist from Latin America or Africa
10.00 – 12.00	Closing plenary session. Reports on lectures and workshops, discussion points. Presentation of new host, new EXBO and Area Representative. Goals for next EXBO. Closing ceremony.	WFTGA EXBO
12.00 - 13.30	Farewell lunch	
14.00 -15.00	Departures to the post tours	Post tour to Riga, Latvia, 3 days
		Post tour to St. Petersburg, Russia, 3 days

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LANGUAGE

The official language of the Convention is English.

CONFERENCE VENUE

We are pleased to present Sokos Hotel Viru as the conference venue for the WFTGA Convention 2011.
Website: www.viru.ee

CONFERENCE WEBSITE

<http://wftga2011.konverents.eu/>

REGISTRATION

Registration fees

Registration fee	Early registration (until November 1, 2010)	Late registration (from November 2, 2010)
Delegates in a single room	250 EUR	250 EUR
Delegates in a double room	150 EUR	150 EUR
Participants (members) in a single room	850 EUR	925 EUR
Participants (members) in a double room	688 EUR	762 EUR
Participants (non-members) in a single room	936 EUR	1011 EUR
Participants (non-members) in a double room	756 EUR	830 EUR
Accompanying persons	573 EUR	573 EUR

Registration fee for delegates includes

- Admission to the delegates' meetings
- Accommodation in Sokos Hotel Viru (2 nights)
- Coffee breaks and lunches
- Delegate dinners

Registration fee for participants includes

- Admission to the Convention sessions
- Convention materials
- Coffee breaks and lunches
- Accommodation in Sokos Hotel Viru (5 nights)
- Convention tours
- Convention dinners and receptions

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Registration fee for accompanying persons includes

- Accompanying persons' programme
- Accommodation in Sokos Hotel Viru (5 nights)
- Convention dinners and receptions
- Accompanying persons' programme

If local participants need accommodation or other participants require additional or longer duration accommodation, please contact the Convention Secretariat for assistance.

Participants are kindly requested to fill in the electronic registration form available at the Convention website: <http://wftga2011.konverents.eu/>

PAYMENT

Terms of payment

The registration fee must be paid in advance to the Convention Secretariat by bank transfer or by credit card. Please choose the preferred form of payment on your registration form.

Upon receipt of the registration form the Convention Secretariat will confirm your registration and bookings by email. Payment of the registration and accommodation fee must be made in advance as detailed in the confirmation letter. The participant's name and confirmation number must be marked on the payment order for bank transfers.

Note: Please be sure that all the bank-processing costs are borne by the remitter and the full amount is received; the organisers will not accept any processing costs.

In order to guarantee your registration, all fees should be paid in advance as detailed in the invoice and before the Convention, by November 1, 2010 at the latest. After this date all registrations that have not been guaranteed with a payment will be cancelled.

Cancellations and changes

All changes and cancellations must be submitted in writing to the Convention Secretariat: conference@frens.ee. The Convention Secretariat will confirm the cancellation in writing.

Registration fees will be refunded if the cancellation is made before 1 November, 2010. There will be no refund for cancellations made after November 1, 2010. In all cases, payment handling costs will be deducted from the refund. All refunds will be processed after the Convention.

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PRE AND POST TOURS

PRE TOUR TO SOUTH ESTONIA

3 days

for Delegates only 25.-27.1.2011

for Participants 28.-30.1.2011

Packages include: 2 nights accommodation in Tartu, city tour, 2 half-day trips to Setumaa and Otepää, 2 breakfasts, 2 lunches, 2 dinners, transfers and tour guide services.

Tartu is Estonia's second largest city, famous for its university founded in 1632, and known as the "City of Good Thoughts".

Price:

310 EUR*/per person in twin room (for two people booking at the same time)

40 EUR*/single supplement

POST TOUR TO RIGA, THE CAPITAL OF LATVIA

3 days 4.-6.2.2011

Packages include: 2 nights accommodation in Riga, 2 breakfasts, 2 lunches, 2 dinners, city tour, half day visit to Rundale palace, transfers and tour guide services.

There are three Baltic states, Estonia, Latvia and Lithuania, and adding a visit to the Latvian capital Riga, the largest city in the Baltics, gives you a chance to see the differences and similarities between two of them, Estonia and Latvia.

Price:

380 EUR*/ per person in twin room (for two people booking at the same time)

46 EUR*/single supplement

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PRE AND POST TOURS TO ST. PETERSBURG

Pre tour 28. – 30.1.2011 / Post tour 04. - 06.2.2011

3 days
MIN 15 PAX/group

Tours require a Russian visa, obtainable in advance in your home country.
Booking deadline 01.12.2010.

Prices:

550 EUR*/ per person in twin room (for two people booking at the same time)
115 EUR*/ single supplement

Sokos Palace Bridge is the pre-booked hotel for the tour, and can be booked until 01.12.2010 or until all reserved rooms are taken.

We recommend that after this POST tour you find a connecting flight home from St. Petersburg.
Please apply for your Russian visa to match your return flight date.

You can find more detailed information about the tours from the Convention website:

<http://wftga2011.konverents.eu/>

*Should the VAT or EEK-EUR or LVL-EUR official fixed exchange rate change during the contracted period, we reserve the right to alter rates accordingly.

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