



ICCA Destination Marketing European Business Workshop

23-25 June, 2022
Bordeaux, France

Hosted by



Hosted by: [Bordeaux Convention Bureau](#)

Venue: [Bordeaux Congress Centre](#)

Hotel: [Le Novotel Bordeaux Lac](#)

Preliminary Programme

Day 1 – Thursday, 23 June 2022

Arrivals at the Bordeaux Airport throughout the day.

Airport meet & greet and transfers to the hotel.

Check-in at Le Novotel Bordeaux Lac.

Optional tour or afternoon at leisure.

14:00 – 17:00

Rather sidecar or electric bike? (Optional tour)

Board for a ride on a side car or an electric bike and explore all the hotspots you won't want to miss during your trip in Bordeaux: the docks, typical French market Les Capucins, The DARWIN eco system, a multi-dimensional project, an alternative space dedicated to sustainable economic growth, social entrepreneurship, ecological transition and civic activism & a touch of the vineyard, etc.

17:45 – 18:30

Introduction to ICCA for Association Executives

Venue: Bordeaux Congress Centre (in front of the Novotel Bordeaux Lac)

18:30 – 19:30

Networking Evening

Typical Bordeaux Apéritif at the congress centre with a view of the sunset on the lake.

19:30 – 22:30

Networking Dinner

Dinner at the summer restaurant of the Novotel with fresh & local food cooked at the plancha & petanque tournament.



Day 2 – Friday, 24 June 2022

09:00 – 10:40

Workshop programme at Palais 2 l'Atlantique

10:40 – 11:00

Refreshment and Networking Break

11:00 – 12:40

Workshop programme

12:40 – 13:40

Lunch Break

13:40 – 14:40

Workshop Programme

14:40 – 15:00

Refreshment and Networking Break

15:00 – 15:40

Workshop Programme

15:40 – 16:10

Group Photograph & Short Tour of the hosting venue

16:10 – 19:00

Time at leisure

19:00 – 20:30

Wine tasting & stroll at the Bordeaux Wine Festival

“Bordeaux Fête le Vin” which is dedicated to wines from Bordeaux and the Nouvelle Aquitaine region, will be held, along the Bordeaux riverfront, a UNESCO World Heritage site. In just a matter a few years, with hundreds of thousands of visitors, the biennial festival has become the leading European wine tourism event.

20:30 – 23:00

Dinner at the Palais de la Bourse

This professional event venue is set in a 18th century palace on the wharfs of the Garonne River in the city centre. One of the most beautiful spots of Bordeaux for the most elegant receptions. Stay until 23:30 to see the wonderful fireworks on the Garonne River from the privileged view of the Palais de la Bourse.



Day 3 – Saturday, 25 June 2022

09:30 – 11:00

Debriefing Sessions

Member Forum/ Debriefing Session

Association Executives Forum/Debriefing Session

11:00 – 11:30

Refreshment and Networking Break

11:30

Departure

Transfers to airport/railway station

13:00 – 16:00

Discovering of the Cité du Vin (Optional tour)

A new landmark in Bordeaux La Cité du Vin offers a 360 discovering of the wine in all the world civilizations. The Belvedere, at 35 meters high offers an exceptional panoramic view of the city La Cité du Vin, unique cultural facility, also proposes original experiences.
