



<p>8:00 – 8:15am</p>	<p>Check in and networking</p>
<p>8:15 – 8:45am</p>	<p>Welcome and Context Setting, including Adventure Industry Update Presented by Chris Doyle, ATTA Executive Director, Europe</p>
<p>8:45 – 9:00am</p>	<p>Community Agreements and Engagement Presented by Moe Carrick</p>
<p>9:00– 9:15am</p>	<p>Interactive Activity</p> <ul style="list-style-type: none"> • Tell me about your business • Case study from each country, including challenges faced this year • What opportunities do you see for your business
<p>10:15am</p>	<p>BREAK</p>
<p>10:30-11:45am</p>	<p>Where do we hope to go together? (envisioning the future) <i>This process will be iterative, using sticky notes, and will result in a visual of “5 Bold Steps”. Individually, and then in triads and small groups, participants will consolidate their dreams for the future of adventure travel in Iceland. The question will be: “What, in our wildest dreams, does adventure travel become here?”</i></p>



11:45am

Wrap-Up/Summary

**Agenda subject to change based on specific needs of the group, number of attendees and the physical meeting space.*

12:00-1:00pm

LUNCH

1:00-1:45pm

Results from the joint market intelligence project in Faroes and Greenland; relevance for adventure tourism.
Strengths, Problems, Opportunities, Threats Workshop. With the large group, discuss the state of the industry in the West Nordic region and possible strengthening of cooperation within the adventure travel region.

1:45pm – 2:30pm

What obstacles could get in our way and what could lessen our risks?
Iterative process (similar to earlier process)

2:30pm

BREAK

2:45 – 3:45pm

What actions must/can we take to mitigate/lessen the obstacles to success?
Iterative process (similar to earlier process)

3:45 – 4:30pm

Assignments/Commitments/ Next Steps

4:30 – 5:00pm

Closing Appreciations