

Conference Agenda

Thursday, April 17, 2008

- 1:00 pm - 2:30 pm Registration at Grand Hotel Villa Serbelloni
- 3:00 pm - 4:15 pm Panel Discussion: "You've Seen the Lists; How about the Story?"
Moderated by Keith Bellows, Editor-in-Chief, *National Geographic Traveler*; with Amy Meeker, Senior Editor, *The Atlantic Monthly*; and David Yeadon, author, Harper Collins and National Geographic books.
- 6:00 pm - 7:15 pm Cocktail Reception hosted by Grand Hotel Villa Serbelloni
- 7:15 pm - 8:30 pm Dinner hosted by Grand Hotel Villa Serbelloni,
Featuring the cookery of Executive Chef, Ettore Bocchia
- 8:30 pm - Dessert, Coffee and Keynote Address, featuring
Barbara Fairchild, Editor-in-Chief, *Bon Appétit*

Friday, April 18, 2008

- 7:30 am - 8:45 am Continental Breakfast at Grand Hotel Villa Serbelloni
- 7:45 am - 8:45 am Onsite Editor Breakfast at the Grand Hotel Villa Serbelloni
Editors will meet in the Villa Serbelloni Ballroom
- 9:00 am - 10:15 am Panel Discussion: "Food and Travel"
Moderated by Delia Orlando, Executive Editor, *360* and *Elevations*;
with Barbara Fairchild, Editor-in-Chief, *Bon Appétit*; and Cindy Hatcher,
Senior Editor, *Cooking Light*
- 10:15 am - 10:30 am Free Time
- 10:30 am - 11:40 am Panel Discussion: "Study the Magazine"
Moderated by Patti Verbanas, Executive Editor, *Art & Antiques*; with
Elizabeth Harryman, Travel Editor, *Westways*; and Ken Budd, Senior
Editor, *AARP: The Magazine*
- 12:00 noon Lunch at Villa Serbelloni hosted by Druids Glen Golf Resort in Ireland
Luncheon Door Prize presented by SINA Fine Italian Hotels
- 1:30 pm - 4:00 pm Editor/Writer Consultations
- 1:45 pm - 4:00 pm Afternoon Break hosted by Parmigiano Reggiano and
Prosciutto di Parma
- 5:30 pm - 9:30 pm Offsite Dinner at Villa della Tremezzina, hosted by Starwood Italy,
Featuring the cookery of Augusto Tombolato (The Westin Palace Milan)
and Daniele Turco (Gritti Palace Venice)
Guests will meet at the Villa Serbelloni dock for departure at 5:30

Conference Agenda, continued

Saturday, April 19, 2008

- 7:30 am - 8:45 am Continental Breakfast at Grand Hotel Villa Serbelloni
- 9:00 am - 10:15 am Panel Discussion: "Writing for the Sophisticated Traveler"
Moderated by Bruce Wallin, Editorial Director, *Robb Report*; with Catherine Sabino, Editor-in-Chief, *Forbes Life Executive Woman*; Barry Golson, Editor-in-Chief, *ForbesTraveler.com*
- 10:15 am -10:30 am Free Time
- 10:30 am -11:45 am Panel: "Adventure Travel"
Moderated by John Rasmus, Editor-in-Chief, *National Geographic Adventure*; with Leslie Weeden, Travel Director, *Outside*; and Terry Noland, Deputy Editor, *Men's Journal*
- 12:00 noon Lunch at Villa Serbelloni hosted by Tourism Ireland, featuring the cookery of Kevin Dundon, Proprietor and Chef, The Dunbrody House, Ireland
- 1:30 pm - 4:00 pm Editor/Writer Consultations
- 1:45 pm - 4:00 pm Afternoon Break hosted by Cross Country International Equestrian and Walking Vacations
- 5:30 pm - 10:00 pm Offsite Dinner hosted by the Villa D'Este, featuring the cookery of Executive Chef, Luciano Parolari
- 5:30 pm Guests will meet at the Villa Serbelloni dock for departure at 5:30 pm

Sunday, April 20, 2008

- 7:30 am Early Airport Departure
- 7:00 am - 8:45 am Continental Breakfast at the Villa Serbelloni
- 10:30 am - 12:30 pm Offsite Farewell Brunch hosted by Park Hotel Kenmare, Co. Kerry, Ireland
Kristiania Lech, Lech, Austria and The Manor on Golden Pond, Holderness, NH
- 1:00 pm Optional Post-Conference Emilia Romagna Tour and Liguria Tour;
Departure from Villa Serbelloni