

## **Hugo Marcos**

Hugo Marcos is the Secretary General of the International Tourism Film Festivals Committee - CIFFT. He is also a member of the Rector Committee of the Tourism Society Think Tank (TSTT). With extensive experience in marketing, tourism, and events, he focuses on management and the importance of using video in promoting tourist destinations, products, and services. He is responsible for building, growing and managing the CIFFT Circuit, the highest distinction in the Travel Video Marketing Industry. He is currently involved in projects such as the Cannes Corporate Media and TV Awards, the US International Awards-Los Angeles, the World Tourism Film Awards and is a member of the Skai International-Clube Madrid. He has a degree in Tourism from the University of Maia-ISMAI, with a specialization in Event Organization and Management, and has more than 20 years of experience in event management. Born in Miranda do Douro, a historic city full of singular and unique beauty, such as the Mirandese language, the second official language of Portugal. Hugo likes to face his fears... and he loves to overcome them with his perseverance.