



BRAND EU– THIRD TRAINING SEMINAR
“How to attract tourists”
Ciudad Real – 21-23th April 2020
DRAFT AGENDA

21th April Tuesday

Venue of the meeting: IMPEFE. Plaza del Escultor Joaquín García Donaire, 2 – 1º planta. 13004 – CIUDAD REAL.
Phone: + 34 926 210 001. <http://www.impefe.es/>

- 15.00 – 17.30 Presentation and discussion about the place branding /business attraction strategies tested (in alphabetical order):
1. Ciudad Real
 2. Dubrovnik
 3. Forli
 4. Imola
 5. Orust
 6. Rethymno
 7. Trollhättan
- 20.00 Dinner (place to be decided)

22th April Wednesday

Venue of the meeting: IMPEFE. Plaza Escultor Joaquín García Donaire, nº 2 – 4ª planta

- 09.30 – 09.45 Welcome to Ciudad Real. Pedro Manuel Maroto, President of IMPEFE
- 09.45 – 10.00 Presentation of the agenda of the third training seminar. Eva Navarro
- 10.00 – 11.00 Place Branding & Tourist Attraction. Part 1. Per Ekman
- 11.00 – 11.30 Coffee Break
- 11.30 – 13.00 Workshops. Per Ekman



Co-funded by the
Erasmus+ Programme
of the European Union



13.00 – 14.00 Lunch (place to be decided)

14.00 – 16.00 Place Branding & Tourist Attraction. Part. 2. Per Ekman.

19.00 – 20.30 Study visit: Ciudad Real History and Culture place branding activity – Guide Visit

20.30 Dinner (place to be decided)

23th April Thursday

Venue of the meeting: IMPEFE. Plaza del Escultor Joaquín García Donaire, 2 – 1ª planta. 13004 – CIUDAD REAL.

Phone: + 34 926 210 001. <http://www.impefe.es/>

09.30 – 09.50 Presentation Ciudad Real Tourist Attraction Strategy. Miguel Calero, Tourist Office of the Municipality of Ciudad Real

09.50 – 10.10 Presentation Ciudad Real “Tourist Quality System” – SICTEC. Antonia Serrano, Tourist office of the Municipality of Ciudad Real

10.10 – 10.30 Presentation of the Ciudad Real IV Centenario Event. Antonia Serrano. Tourist Office of the Municipality of Ciudad Real

10.30 – 10.50 Coffee break

10.50 – 12.00 Study Visit “Don Quijote Museum”

12.00 – 13.00 Study Visit: Ciudad Real tourist place branding activity - “Tapas and Food Tour”

13.00 – 14.00 Lunch at (place to be decided)

14.00 – 15.00 Study visit “López Villaseñor Museum”

15.00 – 17.00 Final session: (How to continue our strategical development?
how to set and evaluation strategy to monitor the effectiveness of our strategies?)

20.30 Dinner (place to be decided)

24th April Friday

Departure of the delegations