

## BRAND EU project

Grant Agreement N. 2018-1-IT01-KA202-006780

# 4<sup>th</sup> Transnational Project Meeting

1-2 September 2021 – Dubrovnik

## Agenda

**Venue: Dubrovnik Development Agency DURA, [Ulica Branitelja Dubrovnika 15, Dubrovnik](#) (ground floor meeting room)**

### Online Day 1:

#### 1<sup>st</sup> Day

- 16.00 – 16.10 Opening DURA and City of Dubrovnik
- 16.10 – 17.30 Discussion on Place branding strategies:  
*3 capabilities in branding: “THINK-FEEL-DO” (from the Second Seminar in Imola)*  
*Practical examples of “DO” from the project partners*
- 17.30 – 18.00 Presentation of the final publication
- 18.30 – 19:15 Guided Tour of the Old City – meeting point Pile plateau (by the [Amerling Fountain](#))

#### 2<sup>nd</sup> Day

- 9.30 – 9.45 Opening
- 9.45 – 10.15 Dissemination / Quality and Evaluation
- 10.15 – 11.00 Reflection:  
What have we learned from the project?  
What is the impact of the project?
- 11.15 – 11.30 Break



11.15 – 11.30 Follow-up

11.30 – 12.00 Administrative issues / final report