

## BRAND EU- SECOND TRAINING SEMINAR IMOLA 26/27th November 2019 PROGRAMME

### Monday 25<sup>th</sup> November 2019

Arrival of the delegations

20.00 - get together and dinner at Pizzeria Cà Do' (Via Case di Dozza, 21)

### Tuesday 26<sup>th</sup> November 2019

**Venue of the meeting: Scuola di Musica Vassura Baroncini - Via F.lli Bandiera 19 - Room nr. 11**

9,30 Welcome to Imola, Federica Degli Esposti

10,00 Place Branding & Business Attraction - Per Ekman

#### *Part 1*

- Towards a new generation of Place Branding
- The role of citizen & business engagement
- How to form your team and partnership for Place Branding
- The capabilities needed for managing your Place Brand

11.00 Coffee break

11.30 Workshops - Per Ekman

13.00 Lunch

14.00 – 16.00 Place Branding & Business Attraction - Per Ekman

#### *Part 2*

- Business attraction – an introduction
- Where do we find potential investors?
- The role of place value propositions
- How to win the deal? Places in competition
- We won! What do we do now?

16.00 -17.00 Visit to the Rocca Sforzesca – the Imola Fortress (for those who are interested)

20.00 Dinner at Parlamintè Restaurant

### Wednesday 27<sup>th</sup> November 2019

9.30 Departure of the bus

10.00 – 12.00 Study Visit at the Scarabelli - Ghini Agricultural and Chemical Technical Institute and Terre Cevico (Emilia Romagna Wine Consortium) – visit to the cellar and to the production of wine.

12.30 – 13.30 Study visit at Massellina Farm.

13.30 – 14.30 Lunch at Massellina Farm

15.00 – 16.00 Visit at Cefla

16,30 – 17,30 All together for a feedback of the two days seminar

20.00 Free dinner

### Thursday 28<sup>th</sup> November 2019

Departure of the delegations