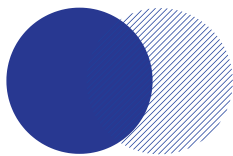




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THIRD TRAINING SEMINAR

Seminar on the promotion of
local tourism through Place
Branding

2nd-4th December

Online



CITTÀ DI

IMOLA



Orust kommun



Guide



Trollhättans
Stad



Day 2

3rd OF DECEMBER

9.30- 10.30

Tourism attraction and Place Branding (Per Ekman)

10.30-10.45

Break

10.45 – 12.30

Virtual groups

12.30 -13.30

Lunch

13.30 - 14.00

Groups preparation of presentations

14.15-16.00

Groups presentation and final conclusions



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Day 1

2nd OF DECEMBER

09.30-09.45

- Welcome
- Overview of the project

09.45-10.00

Welcome by Pilar Zamora, Mayoress of Ciudad Real, Pedro Maroto, President of IMPEFE and Eva M^a Mesías, Councillor of Tourism Department of the Municipality of Ciudad Real

10.00 – 10.10

Ciudad Real tourism attraction strategic lines. Miguel Calero, Municipality of Ciudad Real Tourist Office.

10.10 – 10.35

"Ciudad Real Quijote Convention Bureau". Miguel Calero, Municipality of Ciudad Real Tourist Office.

10.35 – 11.00

"Ciudad Real Tourist Quality System – SICTED". Antonia Serrano, Municipality of Ciudad Real Tourist Office

11.00 – 11.20

Break

11. 20– 11.40

"Tasting Ciudad Real". Miguel Calero, Municipality of Ciudad Real Tourist Office.

11.40 – 12.10

"Vulcans of Calatrava Geo-Park". Antonia Serrano, Municipality of Ciudad Real Tourist Office.

12.10 – 12.30

Wrap up and conclusions



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Day 3

4th OF DECEMBER

9.30-10.00

- Building strategies

- Presentation of partners' strategies and their implementation:

10.00 -10.30

DURA - City of Dubrovnik (Place Branding)

10.30-11.00

Municipality of Ciudad Real (Place Branding/ Business Attraction)

11.00-11.30

Municipality of Trollhattan (Place Branding)

11.30-11.45

Break

11.45 -12.15

Municipality of Forlì (Place Branding)

12.15 -12-45

Municipality of Rethymno (Place Branding)

12.45 - 13.45

Lunch

13.45- 14.15

Municipality of Imola (Place Branding)

14.15 - 14.45

Municipality of Orust (Business Attraction)

14.45-15.30

Conclusions and follow-up



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