

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

Monday 25th November 2019

Arrival of the delegations

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

Tuesday 26th 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 and Stefania Chiappe

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 27th 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 28th November 2019

Departure of the delegations

PRACTICAL INFORMATION

How to get to Imola

The nearest airport is Bologna (BLQ). From the airport you can reach Imola in two ways:

1) By train: Take the shuttle bus from the airport to Bologna train station (6€). Trains run every hour and in some parts of the days even more often (the cost for a one way ticket is 3,85€) - <http://www.trenitalia.com/>.

2) By taxi: approximate cost 80,00 €

Accommodation

We suggest to book at the following hotels and b&b, due to their central position and good prices.

TOWN CENTRE

- Hotel Zio' info@hotelzioimola.com – single room €64,00 with breakfast; double room € 74 with breakfast.
Reference: Municipality of Imola
- B&B La casa di Via Appia (info@lacasadiviamappia.it) – single room with breakfast € 35; double room with breakfast €60.
- Imola Residence (booking@imolareidence.it) - apartments with double beds, 3 nights at a price of € 195 (without breakfast) or € 210 (with breakfast) – *Reference:* Brand Eu – Municipality of Imola.

OUTSIDE TOWN CENTRE

- Hotel Donatello (3 km from town centre – you need a car to come to town) – reception@imolahotel.it : single room € 60,00; double room € 78,00. *Reference:* Municipality of Imola.
- Hotel Olimpia (2 km from town centre) – info@hotellolimpia.com : single room € 54 and double room € 64 with breakfast. *Reference:* European delegation Municipality of Imola.

Lunches and dinners

25th November 2019

DINNER

Pizzeria Cà Do' (Via Case di Dozza, 21)

A la carte (restaurant and pizzeria)

26th November 2019

LUNCH – Ristorante “Anonima Fornelli”

Menu - about 20 €

DINNER – Ristorante Parlamintè

Menu - about 25€

27th November 2019

LUNCH – Massellina Farm

DINNER – Free dinner