

FOOTPRINTS PROJECT KICK – OFF EVENT

Ravenna, Palazzo Rasponi dalle Teste

9th December, 11.00 am

AGENDA	
Timing	INTRODUCTION
11.00 – 11.10	Welcome, greetings and introduction <i>Speaker: Giacomo Costantini, Deputy Mayor for Tourism</i>
Timing	FIRST SESSION – <i>Moderator: Emanuela Medeghini</i>
11.10 – 11.20	FOOTPRINTS MODEL: collaboration with business ecosystem <i>Speaker: Rita Fioresi, Project Manager of PP6 – ART-ER</i>
11.20 – 11.30	Welcome Hubs and related investments <i>Speaker: Emanuela Medeghini, Head of EU Affairs Unit</i>
11.30 – 11.40	FOOTPRINTS MODEL: updating the tourist offer <i>Speaker: Francesca Ferruzzi, Project Manager of PP2 - Ravenna Incoming</i>
11.40 – 11.50	Online greetings from EUI Secretariat <i>Speaker: Nicolas Chesnel, EUI Secretariat – Lead Project Officer</i>
11.50 – 12.00	Online presentation of CULTIGEN project from Copenaghen <i>Speaker: Ilka Maria Wolter, Project Manager – Tourism Department</i>
Timing	SECOND SESSION - <i>Moderator : Maria Grazia Marini</i>
12.00 – 12.10	FOOTPRINTS Communication Strategy <i>Speaker: Maria Grazia Marini, Manager of Tourism Department</i>
12.10 – 12.30	Round – table on digital tourist promotion <i>Moderator: Davide Marino, APT – Content and Social Media specialist</i> <i>Speakers: Iaria Di Michelangeli @chimiamamisegua.it & Simona Scacheri @fringeintravel</i>
12.30 – 12.40	From digital content to real experience <i>Speaker: Andrea Quadrifoglio, Project Manager of PP8 – Atlantide Social Cooperative</i>
12.40 – 12.50	ROADMAP of meetings with local Stakeholders <i>Speaker: Maria Grazia Marini, Manager of Tourism Department</i>