



Comune di Genova

## EUROCITIES City Attractiveness & City Branding Working Group meeting

13<sup>th</sup> - 14<sup>th</sup> December

City Hall - Meeting rooms: Giunta Nuova and Buvettina  
Via Garibaldi, 9 16124 Genoa

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### Draft agenda

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Contact persons:

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13 December, h. 15 - 18.30  
City Hall - "Giunta Nuova" room

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15 - 15.15 *Welcome by Deputy Mayor*

Rapporteur	Mrs Carla Sibilla (Deputy Mayor for Culture & Tourism)
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15.15 - 15.30 *Approval of the agenda*

Working document	Agenda
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15.30 - *Barcelona case history*  
16.00

Context	City Marketing & Branding, The Barcelona Model
Rapporteur	Mario Rubert, Barcelona Activa

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16.00 - *Coffee break*  
16.30

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16.30 - *Venice case history*  
17.00

Working document	PPT
Rapporteur	Giuseppe Mella
Context	Tourism and city branding in the digital world - The experience of Venice and the I-SPEED project

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17.00 - *Bergen case history*  
17.30

Working document	PPT
Rapporteur	Ketil Natvik - Senior Management Consultant
Context	How Bergen is branding and marketing itself

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17.30 - *Keynote speech - Destination branding: the successful strategy*  
18.00

Rapporteur	Prof. Magda Antonioli, MET Director (Master in Tourism Economy) - Bocconi University
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18 - 18.30 *Questions & answers*

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18.30 *End of the day*

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20.00 *Dinner at "Terrazze del Ducale", Palazzo Ducale, Piazza Matteotti - 16123 Genova - Welcome by Mr Francesco Oddone (Deputy Mayor for Economy)*

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## 14 December, h. 9 - 12.30 - City Hall - "Buvettina" room

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<b>9-9.15</b> INTRODUCTION TO THE DAY	
<b>Rapporteur</b>	Gianluca Saba (Head of the international activities office)
<b>Context</b>	The way to connect the activities of the WG to the international strategies of the city
<b>Actions</b>	Presentation of the international affairs office and of the other members

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<b>9.15-10.30</b> The Working Group in 2013	
<b>Working document</b>	WG draft work plan 2013
<b>Rapporteur</b>	Cesare Torre, Manager (City promotion, tourism & city branding)
<b>Context</b>	Strategies & priorities of Genoa as new Chair of the WG
<b>Actions</b>	Round table: discussion and proposals by the members and new proposals about tourism from the other cities

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<b>10.30-11</b> <i>Coffee break</i>	
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<b>11-11.45</b> Relations with other networks	
<b>Working document</b>	PPT (abstract about City Logo)
<b>Rapporteurs</b>	Cesare Torre and Gianluca Saba
<b>Context</b>	Cooperation with similar projects/networks
<b>Actions</b>	Cooperation with City Logo project (Urbact II programme <a href="http://tinyurl.com/cjwj98q">http://tinyurl.com/cjwj98q</a> ) and similar projects, European cities marketing network, etc.

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<b>11.45-12.15</b> Programme of the next meetings in 2013	
<b>Working documents:</b>	WG Template 2013
<b>Rapporteur:</b>	Cesare Torre and other members
<b>Context:</b>	Cooperation with similar projects/networks (e.g. City Logo)
<b>Actions:</b>	Round table to highlight the possible link with the actions taken by other European context and the best way to take the most from other similar experiences

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<b>12.15-12.30</b> <i>Any other business</i>	
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<b>12.45-14.15</b> <i>Lunch at "Mentelocale" - Palazzo Rosso, Via Garibaldi 18</i>	
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14.30 - 17.30 study visits around Genoa