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From Le Marche to Europe: TOWARDS THE MACROREGION

ANCONA - PORTONOVO Hotel La Fonte

5th / 6th DECEMBER 2016



A 2-DAYS-WORKSHOP FOR OPERATORS
AND EXPERTS IN TOURISM INDUSTRY

WHY TO PARTICIPATE?

- > To update your Know-how and Business Strategies
- > To be in line with the latest dynamics in the tourism industry

- > To learn how to be more competitive improving the price/performance ratio
- > To learn how to promote your own Business on Internet
- > To meet foreign buyers

NEW: MEET THE MOST IMPORTANT EUROPEAN TOUR OPERATORS



TUI FRANCE - France
DE DUINEN NV - Belgium
ASCHENBRENNER BUS TOURISTIK - Germany
RETTET REISEN - Austria
ENZIAN REISEN - Germany
VIAGGI.PL - Poland
TERRA NOBILIS - France
EUROTOURS INTERNATIONAL - Italy
PBP SINDBAD - Poland
GRELAND TOUR - Poland

BELL'ODISSEA - France
BOHEMIA - Bulgaria
ALL LEISURE HOLIDAYS-TRAVELSPHERE - UK
JUST YOU - UK
EXPERT REISER AS - Norway
SCANDORAMA & ÖLVEMARKS HOLIDAY - Sweden
UNIFIED TRAVEL EVENTS - The Netherlands
EXPEDIA - Italy
SIGLINDE FISCHER - Germany
...AND MANY OTHERS!

FOCUS: "LE MARCHE START AGAIN: A PANEL TO RECONSTRUCT A DESTINATION"

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**MONDAY 5th
DECEMBER**

9.00 - 11.00 am (in plenary session)

LE MARCHE START AGAIN: a panel to reconstruct a destination

Francesco Palumbo: Tourism General Manager at MIBACT (Ministry of Heritage, Culture and Tourism) - **Simona Teoldi:** Tourism, Business and Consumer Protection Manager of Marche Region - **Flavio Corradini:** Rector of Camerino University - **Bruno Bertero:** Friuli Venezia Giulia Marketing & Tourism Manager - **Piergiorgio Togni:** Moderator



HOSPITALITY WORLD

11.00am

Online Booking. Public Authorities and the Online Booking System: How tourist destinations can contribute to the disintermediation in an effective way

BRUNO BERTERO

12.00pm

The perfect Housekeeper. Quality Hotel Management Techniques

MASSIMILIANO CRUCIANI

15.00pm

Italy as a digital Destination. How are Le Marche perceived by tourists? The digital Reputation as a key element in the Management and Promotion Processes

MARIO ROMANELLI

16.00pm

Better managing than sorry. The economic and emotional cost in managing a company

BARBARA PARDINI

17.00pm

Silence Everyone! It's up to Borgo Egnazia

GIUSEPPE DE BENEDETTO



SALES & WEB MARKETING

11.00am

Tips to optimize the intermediation. Considering how accommodations are developing their distribution and communication channels

ANTONIO MARESCA

12.00pm

"We are what we post". The new Netiquette for Reputation Management

NICOLA ZOPPI

15.00pm

Managing the customer between Marketing and Revenue. Strategies to improve the Hotel Brand Performance

ANTONIO MONTEMURRO

16.00pm

"What am I doing with Facebook in my Hotel?" "Don't let it alone"

VARNER FERRATO

17.00pm

Stakeholders Engagement and media relations. The strategic role of the Media Relations.

MARIO BECCHETTI



MANAGEMENT & CONTROL SYSTEM

11.00am

Tools for the financial and economic Equilibrium of your own company

FLAVIO GUIDI

12.00pm

Creating and promoting Excellences: The Micro-credit contribution to the tourism Enterprises

ROBERTO ROCCA

15.00pm

Hotel Management Methods (Hotel Lease Agreement vs management vs franchise)

DOMENICO BASANISI

16.00pm

The Exit Strategy in the hotel evaluation process for NPLS

RAFFAELLA PELOSO

ORE 17.00

The Monte dei Paschi di Siena Bank for Tourism in the Marche Region

**A. ANTOGNOZZI /
G. MACCAFFERRO /
M. MARGIOTTA**

**TUESDAY 6th
DECEMBER**

9.00 - 11.00 am (in plenary session)

MACROREGION: a new destination?

Riccardo Strano: Adriatic-Ionian Macroregion Strategy & European Territorial Cooperation Manager of Marche Region - **Alessandra Priante:** International Relations Manager, UNTWO-Tourism Policy at the Ministry of Heritage, Culture and Tourism - **Massimiliano Polacco:** Confcommercio Director in the Central area of Marche - **Carlo Pesaresi:** Moderator

11.00am

The General Manager 4.0. The experiential Revenue

BARBARA PARDINI

12.00pm

Public Announcements and Planning: European, Italian and regional Opportunities

**CRISTINA PANARA
SERENZA CAPPANNINI**

11.00am

International SEO. Reaching Europe and USA

EMANUELE AROSIO

12.00pm

Crisis Management. Tools for the Renaissance

MARIO BECCHETTI

11.00am

Does Finance correspond to Control? Getting acquainted with tools for Business

**CARLO TORTOLINI
FABRIZIO PASSAMONTI**

12.00pm

Cost saving. Controlling Costs to generate Profit

LOREDANA PISTONESI

15.00pm FOCUS ON THE MACROREGION - Opportunities, Strategies and Coordination Methods

Tourist Boards present the macroregional destinations

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FROM 16.00 TO 19.30pm B2B MEETINGS

Meeting with the buyers of the most important Tour Operators from **Germany, Austria, France, Belgium, Bulgaria, Poland, United Kingdom, Norway, Sweden, the Netherlands**, interested in Le Marche and the Macroregion. The event "Buyers meet Sellers" takes place through speed contacts. The local Operators have thus the opportunity to present themselves and their offer, encouraging new possible business partnerships for the region.

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Numero Verde
800.65.00.65



Based on an idea by:



Sponsored by:



Where: **Hotel Excelsior La Fonte**

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