



Workshop **“Discourses on Place branding, Events and Sustainability”**

mercoledì 1 luglio

16.30 – 17.00

Place branding of rural areas: main evidences
from “Gastronomic Cities” and “Farm Inc” EU projects
Alessio Cavicchi – University of Macerata

17.00 – 17.30

Co-creating sustainability through participatory approaches:
the case of “Macerata candidature to the UNESCO creative cities network”
Chiara Rinaldi – University of Macerata

17.30 – 19.30

Place brand equity - measurement and sources
Magdalena Florek - Poznan University of Economics

giovedì 2 luglio

9.00 – 10.30

Strategic Planning of Cultural Events
Barbara Maussier - Universidad Católica San Antonio de Murcia

11.00 – 12.30

Iconicity, “flagshipness” and the event attraction continuum
Adi Weidenfeld – Middlesex University

14.30 – 16.00

To brand or not to brand? Places, marketing and identities
Massimo Giovanardi – University of Leicester

17.00 – 18.30

Workshop/Piloting Session of the “Farm Inc Project” on Rural Branding
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Aperitivo

1-2 Luglio / Aula 14, Polo didattico “L.Bertelli”