





	<p>Toso, <i>Tourism, Development and Intellectual Property: Making the Link</i></p> <p>§ <b>Necstour network</b>, Teresa Caldarola, <i>The NECSTouR experience, a network of European Regions for a more sustainable and competitive tourism</i></p>
<b>11:15</b>	<p><b>Certificate awards ceremony</b></p>
<b>11:30 – 13:00</b>	<p><b>Session 2 – Stakeholders’ session) Destination management: different roles at different scales/perspectives</b></p>
✓ Moderated by Tuscany Region, Lorenzo Bacci	<p>§ <b>Tuscany Region, Tourism department</b>, Stefano Romagnoli - <i>From the tourism destinations’ observatories to the new regional law: the coordination strategy of the Tuscany Region</i></p> <p>§ <b>Toscana Promozione</b>, Alberto Peruzzini – <i>Tourist promotion between regional dimension and local destinations.</i></p> <p>§ <b>Metropolitan City of Florence</b>, Marco Semplici and Lara Fantoni – <i>The Florentine Metropolitan Strategic Plan: management of tourist flows and decentralization.</i></p> <p>§ <b>Fondazione Sistema Toscana and BTO</b>, Paolo Chiappini and Francesca Chiocci – <i>The online promotion of tourism destinations</i></p> <p>§ <b>Convention Bureau</b>, Carlotta Ferrari – <i>Congress tourism and organization of events in contexts with a fragmented tourism offer</i></p> <p>§ <b>Phocuswright Italy</b>, Giancarlo Carniani - <i>Italian Online Travel Overview</i></p> <p>§ <b>Florencetown srl</b>, Edoardo Giacometti, <i>The experiential tourism made in Tuscany</i></p> <p>§ <b>Marche Region, Environment and Planning Department</b>, Lorenzo Federiconi – <i>Mass tourism flow and internal areas.</i></p>



<b>12:50</b>	<b>MoU signing ceremony with public and private stakeholders</b>
<b>13.00-14.15</b>	<b>Buffet</b>
<b>14:15 – 15:00</b>  ✓ Moderated by TUV Thuringen Italia (Peter Voelk) and Enclave Formacion (José Antonio Beltrán)	<b>Session 3 – Parallel Sessions (elevator pitch): The experience of VECTOR Pilot test</b>  <b>Group A) Tourism Destinations Planning and Management</b>  <b>Group B) Tourism Destinations Marketing and promotion</b>  <b>Group C) Tourism Destinations Fund raising and Web 4.0</b>
<b>15.00-15.30</b>  ✓ Moderated by Foundation for Research and Innovation, Marco Scerbo	<b>Restitution of the parallel sessions (A,B, and C) by groups' moderators</b>  +  <b>Conclusions of the 3<sup>rd</sup> VECTOR's Conference on Destination Management</b>
<b>15:30 End of the Conference</b>	