

# D2.5.7 - Cross fertilization online meetings

## PP7-Emilia Romagna Region

Report of the activities  
30<sup>th</sup> January 2023

Project Acronym: TAKE IT SLOW

Project ID Number: 10255547

Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow

Priority Axis: 3 Environment and cultural heritage

Specific objective: Stimulate and strengthen cooperation between the various Stakeholders involved in the management of the tourist destination, improving its level of innovation, digitisation and consequently its competitiveness on the market

Work Package Number:2

Work Package Title: Project Communication  
as an integrated and sustainable destination

Activity Number: 2.5

Activity Title: Digital and web activities

Partner in Charge: PP7/ER

Partners involved: PP7/ER

Status: Final

Distribution: Confidential

Date: 13/06/2023 (report on final deliverable )

# Cross fertilization online meeting

**Place:** Online Webinar (Zoom Platform)

**Date:** 30<sup>th</sup> January 2023 (15.00-16.30)

## "L'IMPRESA TURISTICA E L'IDENTITA' DI MARCA Come valorizzarla e posizzarla facendo rete sul territorio"

(“THE TOURISM ENTERPRISE AND BRAND IDENTITY  
How to enhance it and to position it by networking in the territory”)  
educational initiative for local realities and enterprises

Deliverable Online meeting

Date January 30<sup>th</sup> 2023

Place Webinar

European Regional Development Fund

## Short description

The cross fertilization activity was the subject of discussion during the last quarter of 2022, with a series of digital exchanges (zoom meeting and email) between ApT Servizi, its external consultants (Kaleidon and Agenda 21 consulting) and CAT Confesercenti who then took care of the organization of the event. Despite having been conceived, structured and planned in 2022, the activity was carried out in January 2023 following an informal CAT survey of potential participants to identify the best period for the participation of the largest number of stakeholders.

The webinar, organized by CAT-Confesercenti Emilia Romagna, with the support of ApT Servizi, was therefore held on Monday 30 January 2023 (15.00 - 16.30) with the theme of the tourism company and brand identity, for the presentation of the communication.

**TAKE IT SLOW** "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow"  
Progetto europeo sul turismo sostenibile

# L'IMPRESA TURISTICA E L'IDENTITÀ DI MARCA



**COME VALORIZZARLA E POSIZIONARLA  
FACENDO RETE SUL TERRITORIO**

**Lunedì 30 gennaio 2023 - ore 15.00 - 16.30**  
In videoconferenza [Link qui per l'iscrizione](#)

Valorizzare e posizionare l'azienda nel mercato in uno specifico contesto competitivo e all'interno del territorio è importantissimo. Costruire e saper sviluppare le sinergie con tutti i diversi attori delle destinazioni turistiche su progetti di innovazione e digitalizzazione è fattore altrettanto importante per aumentare la competitività delle imprese e del territorio turistico.

Questi i temi che Nicoletta Poliotta, esperta Digital project manager e brand strategist, tratterà operativamente nell'incontro rivolto agli operatori turistici dell'area pilota della Valmarecchia e Valconca scelta per il progetto europeo Take It Slow, fornendo un'utile griglia di lavoro per sviluppare il business turistico: dalla ideazione della strategia, alla costruzione della identità, per creare empatia nella comunicazione con i turisti acquisiti e futuri.

**Programma**

**Saluti introduttivi**

- **Giulia Gervasio**  
Responsabile CAT Confesercenti Emilia Romagna
- **Maura Mingozzi**  
Project Manager del progetto Take It Slow per la Regione Emilia-Romagna

**Interventi**

- **Nicoletta Poliotta**  
Digital project manager e brand strategist
- **Barbara Monteschini e Stefano Macalli**  
Studio di comunicazione "Kaleidos", nell'ambito delle attività promozionali di progetto realizzate con Apt Servizi Emilia-Romagna

**Per informazioni:**  
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**Segreteria organizzativa:**  
Cat Confesercenti Emilia Romagna  
www.catconfesercenti.it



EUROPEAN UNION



**Interreg**  
Italy - Croatia  
TAKE IT SLOW  
European Regional Development Fund



Regione Emilia-Romagna

L'iniziativa rientra nell'ambito del progetto europeo "TAKE IT SLOW Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow" di cui la Regione Emilia-Romagna è partner

European Regional Development Fund - [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

It was an operational webinar aimed at all public and private tour operators of Valmarecchia and Valconca interested in learning how to make the most of innovative, technological and digital solutions, to promote and enhance, together and in a coordinated manner, both the culture and environment of the territory and its activity through the tools, the platform, the strategy, the logos and the communication and promotion activities developed within the TAKE IT SLOW project. This training event provided interesting insights on how to enhance and position the company in the market within the territory, and on how to develop innovative projects supported by new

technologies by bringing together the typical features of all the various players in the tourist destination.

On behalf of APT Servizi, the consultant who developed part of the brand identity for the Take It Slow project was invited to speak. Dr Maura Mingozzi of the Emilia Romagna Region and Project Manager of the Take it Slow project introduced the meeting, followed by speeches by:

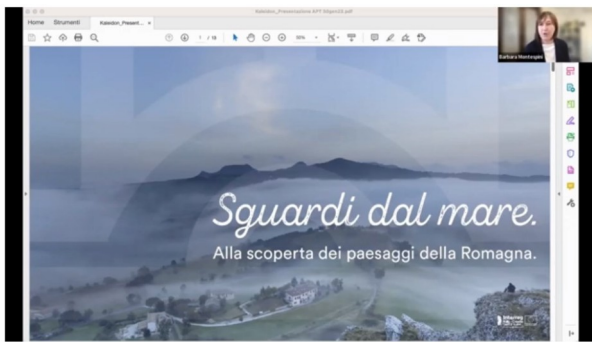
- Nicoletta Poliotto Digital project manager and brand strategist, who provided a useful working grid for developing the tourism business: from devising the strategy, to building the identity, to creating empathy in communicating with existing and future tourists.
- Barbara Montespini of the “Kaleidon” communication studio, who illustrated the strategy and promotional activities related to the “Sguardi dal Mare” project, implemented on behalf of Apt Servizi Emilia-Romagna.

The recording of the webinar is online on the CAT Confesercenti YouTube channel at: <https://www.youtube.com/watch?v=v7Aw8YVU3kc&t=10s>

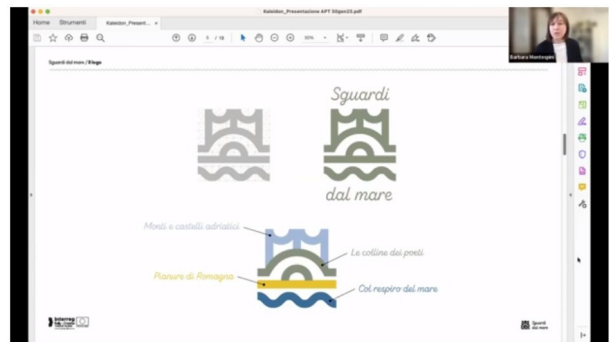
# Screenshots



L'impresa turistica e l'identità di marca - Webinar 30 Gennaio 2023



L'impresa turistica e l'identità di marca - Webinar 30 Gennaio 2023



L'impresa turistica e l'identità di marca - Webinar 30 Gennaio 2023