AGENDA/PROGRAMME

DANUBE LIMES BRAND PROJECT
WP 4 Coordination Meeting Rimini/IT

<table>
<thead>
<tr>
<th>DATE:</th>
<th>25-26 November 2013</th>
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<tr>
<td>VENUE:</td>
<td>University Rimini, Via Angherà 22 meeting room third floor</td>
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<tr>
<td>ACTIVITIES:</td>
<td>WP 4: DLB Branding Action Plan meeting</td>
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<td>HOST:</td>
<td>ERDF PP 4 PROVRN</td>
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<td>MODERATOR:</td>
<td>ERDF PP 4 PROVRN</td>
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Participants:
LP Univie
PP Archaeological Institute, Serbian Academy of Science
PP ProvRN
External experts School for Advanced Studies in Tourism, University of Bologna, Rimini Campus (SSST)

The idea is to focus on each session item brainstorming on: the priorities for the DLB output; the needed preparatory activities from the PPs; the idea to build a shared working methodology for developing the DLB Tourism Action Plan.

Monday 25th 2013
09.30 – 13.00
Overview of the draft Action Plan structure prepared by the SSST.
Definition of:
Background philosophy
Timing and priority plans/objectives/actions
Duties of PPs for the preparatory phase of the action plan
Pilot actions to be undertaken by each PPs

13.00 – 14.30 Lunch break

14.30 – 18.30
Looking for possible examples:
Serial UNESCO WHS Tourism management plans;
Master plan for Cultural Routes
Prolonging strategies along the Danube: integrating actions and goals with the Limes Tourism Action Plan

Tuesday 26th 2013
09.00 – 14.00
Pilot actions presentation:
Rimini Roman Route
2000 years of the Tiberius bridge events
Identification of strategic issues and overlap with DLB specificities

Documents: Limes Tourism Action Plan; serial UNESCO WHS Tourism Management Plans (book chapter); CR Master plan example.