

Technical meeting

SHARING COMMUNITIES

Reggia di Venaria

25 -26 June 2015

Projects and practices for a shared strategy in social and digital communication and other digital uses"

This Technical meeting aims to collect experiences, methodologies and good practices of the participants in order to obtain an overall view of the present situation and at the same time, offer some avenues for consideration to members presenting their activities in the field of **digital communication, digital business** and **digital content**

- **Aims:**
 - Presenting ARRE members digital strategies (both good and bad practices)
 - Reviewing and analysing digital strategies and objectives for all ARRE members
 - Improving awareness of specific experiences carried out by ARRE members
- **Expected participants:** staff in charge of European royal residence digital strategies
- **Working Languages:** English (with translations in Italian)
- **Dates:** Thursday 25th June 2015 from 9.30 am - 6:00 pm and Friday 26th June 2015 from 9:30 am - 5:00 pm. - Optional visits will be provided on Friday afternoon and Saturday morning
- **Budget:** lunch & dinner on 25th and lunch on 26th June will be covered by the Reggia di Venaria Reale and ARRE as well as the shuttle service from the Hotel to de Residence. Transport and accommodation fees are at the participants' expense. Details of hotels with negotiated prices are provided attached.

Thanks to this meeting, we hope to:

- Create a Network of professionals in charge of digital strategies within the European Royal Residences
- Provide sources of inspiration for digital strategies
- Reinforce cooperation between the royal residences in the field of web and social media and digital strategies.

- Following an exchange of information before and during the technical meeting, participants will be able to identify what type of cooperative ARRE action is relevant.
- Explore the opportunities provided by the digital technology to engage, extend and refresh the cultural offer of the European Royal Residences in order to prepare the Creative Europe application.

Back-scheduling

For the technical meeting to be efficient, please send the attached form and questionnaire completed by:

<u>By April 30th:</u>	Registration of the attendees and reception of the hotel form
<u>By May 26th:</u>	Reception of the filled questionnaires
<u>4 June:</u>	Mailing of the final agenda and the summary of the questionnaires' answers and practical information.
25-26 June:	Meeting