

Technical Meeting
TOURISM GROUPS PROMOTION
 Royal Palace of Caserta, Italy
 6 – 7 April 2017

Thursday, 6 April 2017

10:00 *Welcome coffee*

| | | |
|-------|--|---|
| 10:30 | Opening of the meeting | Mauro Felicori <i>Director of the Royal Palace of Caserta</i> |
| 11:00 | Museum of Capodimonte, introduction | Sylvain Bellenger <i>Director of Museo of Capodimonte</i> |
| 11:30 | Expert introduction | Pia Petrangeli <i>Tourism General Direction, Italian Ministry of Heritage, Cultural activities and Tourism</i> |
| 12:00 | Case study: Tourist groups, between promotion and fruition | Vincenzo Mazarella <i>Head of Cultural development Departement of the Royal Palace of Caserta</i> |
| 12:30 | Questions and discussion | |

13:00 *Lunch*

| | | |
|-------|--|---|
| 14:30 | Case study: Ticketing system and reservation | Denis Verdier-Magneau <i>Director of the Cultural Development of the Palace of Versailles</i> |
| 15:00 | Case study: Service of tourism group in the Royal Castel of Warsaw | Eliza Janiszewska <i>Senior specialist, Tickets and Booking Office, Royal Castle in Warsaw</i> |
| 15:30 | Questions and discussion | |

16:00 *Guided tour through museum and Park*

19:00 *Dinner at the Palace*

Friday, 7 April 2017

10:00 *Welcome coffee*

| | | |
|-------|--|--|
| 10:30 | Case study: Organised groups in the Museum of King Jan III's Palace at Wilanów - cultural and educational offer, promotion and audience development strategy | Patrycja Żołędowska and Cezary Mrozowicz <i>Deputy Head of Education Department and Deputy Head of Public Service Department of the</i> |
| 11:00 | Case study: Management of Group Tourism in the Moscow Kremlin Museums | Olga Dmitrieva <i>Deputy General Director for Educational and Promotional Projects of the Moscow Kremlin Museum</i> |
| 11:30 | <i>Coffee break</i> | |
| 11:45 | Case study: The specific products developed for the groups at Chambord | Timothée Lahaie <i>In charge of the touristic development at the National Estate of Chambord</i> |
| 12:00 | Discussion: what common strategy for the European Cultural Heritage Year? | Moderator: Denis Verdier-Magneau |

12:30 *Lunch*

14:30 *End of the meeting*

Contacts:

Royal Palace of Caserta, **Rosario Patané** T: 0039 366 6711811
 European Royal Residences, **Elena Alliaudi** T: 0033 6 78 68 24 65

