

# CITY DESTINATIONS ALLIANCE

## SUMMER SCHOOL

CITY  
DNA

36<sup>th</sup>  
SUMMER  
SCHOOL

AUGUST 27-31, 2022

TURIN - ITALY

*An unmissable learning opportunity for all professionals  
working in convention bureaux, tourist offices,  
congress centres, airlines, hotels, DMCs,  
PCOs & meeting planners!*

CITY  
DESTINATIONS  
ALLIANCE

HQ  
THE ASSOCIATION  
MAGAZINE

ibtm<sup>®</sup>  
WORLD

ijimex  
GROUP

turismo  
Torino  
eprovincia  
Convention Bureau

# WELCOME

## CITY DESTINATIONS ALLIANCE

### SUMMER SCHOOL

*Dear friends,*

*In challenging times, it is fundamental to keep our values high and stay one step ahead.*

*We are honoured and proud to keep our beliefs strong and continue the tradition of the ECM Summer School by carrying out the CityDNA Summer School this year in Turin, in person, on August 27-31, 2022.*

*This upcoming CityDNA Summer School is the living proof of the resilience of the European Meetings Industry. After two years of holding this flagship event online, we are happy to launch a refreshed programme containing the most advanced issues of the industry, explained by the best experts on the market.*

*More than 15 experienced professionals will lead the newcomers and the freshly-employed professionals of the institutions belonging to the global Meetings Industry through the most advanced professional protocols for a successful introduction to the industry, complimented by hands-on workshops. There will also be a challenging hackathon among the students coming from all over the world, in order to seed the principles of an effective network in a very efficient competition.*

*The CityDNA Summer School gives a thorough introduction to all the necessary bases to start off your career in the Meetings Industry on the right track but also state-of-the-art practices, brought to you by the most experienced European professionals. The 4-day course is tailor-made for the new professionals employed in Convention Bureaux, venues, PCOs, hotels, airlines and other institutions of the global Meetings Industry.*

*We look forward to welcoming you to Turin!*



PIER PAOLO  
MARIOTTI

CityDNA Summer School  
Course Director



PETRA  
STUŠEK

President  
City Destinations Alliance



MARCELLA  
GASPARDONE

Manager  
Turismo Torino e Provincia

# WHY TURIN?

Turin is the ideal city to host any type of event: from small conferences to big medical-scientific congresses, from corporate conventions to incentive and team building trips. Located in the heart of Europe and well connected to the main cities in Italy and abroad, it offers top-level congress structures and services, excellent hotel accommodation and a great historical, artistic and cultural heritage.

- Royal Residences to live the atmosphere of past times
- Museo Egizio, the most important in the world, after the Cairo's one, and a wide cultural offer
- The capital of taste, chocolate and aperitifs
- Historic cafés and trendy bars

## 10 GOOD REASONS TO VISIT TURIN

1. Over 40 extraordinary museums
2. The Royal Residences declared a World Heritage Site by UNESCO
3. 2000 years of architecture and modern design
4. Important places of worship including the Cathedral containing the Holy Shroud
5. Contemporary Art in all its forms
6. The excellence of «Made in Torino»
7. Shopping by day, through 18 km of colonnaded streets, and big emotions by night
8. The capital of taste, chocolate and Aperitivo's.
9. A city featuring green spaces, 4 rivers and sports.
10. The city which houses Leonardo da Vinci's self-portrait

## VENUE

CityDNA Summer School 2022 will be held in **AC Hotel by Marriott Torino**.

**AC Hotel by Marriott Torino** is an elegant hotel with original design. Built in an old Italian pasta factory from 1908, the architecture reflects elements of both traditional and modern techniques and offers the comfort and quality AC Hotels is known for. **AC Hotel by Marriott Torino** is located near Lingotto trade center and Eataly store, in Turin's main business area. This hotel features 89 guest rooms equipped with the best facilities: free WiFi Internet, mini bar, outdoor terrace, garden, 24h room service, fully equipped fitness center, whirlpool, in room safety-box, and a refined AC Lounge, ideal for work and chill out, which serves classic Italian Cooking and Mediterranean dishes.

More info:  
[www.hotelactorino.com](http://www.hotelactorino.com)



# PROGRAMME

## SATURDAY AUGUST 27, 2022

Individual arrivals of participants and faculty

**15:00 - 16:00** Registration at the AC Hotel by Marriott Torino

**16:00** Introduction to City Destinations Alliance

*Petra Stušek / CityDNA President*

*Flavie Baudot / CityDNA Office Manager*

**16:15** Welcome remarks and introduction of the convention destination Turin

*Marcella Gaspardone / Manager / Turismo Torino e Provincia*

**17:00** First gathering, introduction of the course programme, scene setting, round of

introductions for students and Faculty, work groups announcement and hackathon briefing

*Pier Paolo Mariotti*

**20:00** Welcome reception with ice-breaking activities in groups

## SUNDAY AUGUST 28, 2022

**08:00** Meetings Industry - introduction, definitions, players, tools, overview

*Christian Mutschlechner*

**08:45** Functioning and relevance of a CVB in the visitors economy in Covid times

*Catherine Kalamidas*

**09:25** Marketing & Promotion of your city in the Meetings Industry

*Barbara Jamison*

**10:05** Coffee break

**10:20** Opportunities for second-tiered destinations and ambassador programmes

*Pier Paolo Mariotti*

**10:50** Panel: All you ever wanted to know about CVBs

*Barbara Jamison, Catherine Kalamidas, Pier Paolo Mariotti, Christian Mutschlechner*

**11:20** Introduction to a healthy lifestyle - *Cain Leatham*

**12:00** Brainstorming lunch in groups

**13:30** Regenerative destinations and sustainability strategies

*Guy Bigwood*

**14:15** Q&A about sustainable destinations

**14:30** Diversity, inclusion and equity strategies in destinations and examples

*Faculty member TBA*

**15:00** Coffee break

**15:15** Social Media for the promotion of the Meetings Industry

*Sabrina Meyers*

**15:45** Workshops on the following subjects:

a) Sustainability - *Guy Bigwood*

b) Social media (storytelling) - *Sabrina Meyers*

c) EDI - *Faculty member TBA*

**16:15** Workshops a) - c) repeated

**16:45** Closing remarks & Q&A about Hackathon

**17:00** Optional debrief in groups and first reflections about Hackathon

**20:00** Dinner

## PROGRAMME AUGUST 27-31, 2022

CITY  
DESTINATIONS  
ALLIANCE  
SUMMER SCHOOL



## MONDAY AUGUST 29, 2022

- 08:30** RFP and decision-making process for associations  
*Daniel Waigl*
- 09:15** Meet the president of a local association  
*Prof. Tommaso Castrolfiorio,*  
*President of the European Aligner Association*
- 09:30** RFP and decision-making process for corporate  
*Mathias Sondermann*
- 10:15** Coffee break
- 10:30** Intermediaries: the multifaceted role of a PCO  
*Stéphane Talboom*
- 11:15** Round table: meet the client and process for selecting a destination  
*Mathias Sondermann, Stéphane Talboom, Daniel Waigl*
- 11:45** Clients: how to find them, tools  
*Sam Johnston*
- 12:15** Lunch
- 13:45** Wake up after lunch with Cain
- 14:00** ICCA Database: the most advanced tool for the acquisition of international events  
*Tamara Bernstein*
- 14:30** Workshops
- a) Finding Clients - *Sam Johnston*
  - b) Everything you ever wanted to know about PCOs and intermediaries - *Stéphane Talboom*
  - c) Everything you ever wanted to know about corporate clients - *Mathias Sondermann*
  - d) Everything you ever wanted to ask about associations - *Daniel Waigl*
- 15:15** Coffee break
- 15:30** Workshops a) - d) repeated
- 16:15** Site inspections for hackathon  
  
Free evening for the students
- 20:00** Faculty dinner

## TUESDAY AUGUST 30, 2022

- 08:00** Hosting meetings with legacy  
*James Latham*
- 08:45** To bid or not to bid?  
*Christian Mutschlechner*
- 09:15** How to deal with clients' requests?  
*Heike Mahmoud*
- 09:45** Coffee break
- 10:00** Fam trips and site inspections  
*Sam Johnston*
- 10:30** New formats of events: hybrid events  
*Tamara Bernstein*
- 11:00** Meetings Industry Future Trends Survey: use of data  
*Catherine Kalamidas*
- 11:30** Group work
- 12:45** Lunch
- 14:15** Group work continuing
- 16:30** Hackathon presentations (10 min for each group)
- 17:30** Presentation of the next CityDNA Summer School destination and closing remarks  
*Pier Paolo Mariotti*
- 20:00** Gala Dinner & Graduation Ceremony  
Handing over of the certificates and presents

## WEDNESDAY AUGUST 31, 2022

Individual departures



# THE FACULTY

Tamara Bernstein	Chief Operating Officer   ICCA
Guy Bigwood	Managing Director & Chief Changemaker   Global Destination Sustainability Movement
Prof. Tommaso Castroflorio	President   European Aligner Association
Barbara Jamison	Head of Business Development Europe   London & Partners
Sam Johnston	Manager   Convention Bureaux of Ireland
Catherine Kalamidas	Account Manager Congresses   Rotterdam Partners
James Latham	Editor-in-Chief   The Iceberg
Cain Leatham	Exercise & Nutrition Consultant   IMEX Group
Heike Mahmoud, CMP	Chief Operating Officer   CCH - Congress Center Hamburg
Pier Paolo Mariotti, CMM, CMP	Meeting Manager   EURAC Research Bolzano - Course Director
Sabrina Meyers	Founder   Sabrina Meyers Consultancy
Christian Mutschlechner	Member of the Board of Directors   Congrex Switzerland former Director   Vienna Convention Bureau
Matthias Sondermann	Senior Director Head of Technology & LoB Events   SAP
Stéphane Talboom	Director of Sales and Operations   K.I.T. Group
Daniel Waigl	Executive Director   CIRSE

# PRACTICAL INFORMATION

## Venue

CityDNA Summer School 2022 will be held in **AC Hotel by Marriott Torino**.

## Address

Via Bisalta, 11  
10126 Torino TO  
Italy  
Tel: +39 011 639 5091  
<https://achotels.marriott.com/hotels/ac-hotel-torino>

## Accommodation

All participants are accommodated in standard rooms at **AC Hotel by Marriott Torino** from Saturday 27<sup>th</sup> evening to Wednesday 31<sup>st</sup> in the morning. If you wish to book more nights, please advise us ASAP.

## Payment

Payment must accompany registration. Registration without payment information will not be processed.

## Registration fee

The registration fee includes all course material relating to the CityDNA Summer School, as well as 4 room nights, coffee breaks, lunches and dinners for the duration of the course as stated in the programme. Please note that Monday evening is free for students, dinner is not included in the costs. Any personal expenses made during your stay and outside of the programme are to be directly paid to the hotel upon departure. Travel expenses are not included.

## Registration confirmation

After your registration on the CityDNA Summer School website (<https://europeancitiesmarketing.site-ym.com/mpage/HomepageECMSummerSchool2022>), you will receive a confirmation and all necessary information.

## Cancellation / Refund policy

Any cancellation must be received in writing until July 15, 2022, and is subject to a 150 € administration fee. After July 15, no refund will be made. However, you may send a substitute in your place. Telephone cancellations will not be accepted.

# TRAVEL TO TURIN

## GETTING TO TURIN

### By plane

#### TORINO AIRPORT

The airport is about 16 km from the city centre, about half an hour's drive, and boasts a good transport service to the town centre, both by bus and train, as well as taxi of course. The airport has daily flights to major Italian and European cities.

[www.aeroportoditorino.it/en](http://www.aeroportoditorino.it/en)

#### MILANO MALPENSA INTERNATIONAL AIRPORT

This airport is located at about 100 km from Torino and offers daily international and intercontinental flights.

[www.sea-aeroportimilano.it](http://www.sea-aeroportimilano.it)

### By train

Torino is very well linked both to the Italian railway system and to that of neighbouring countries. High-speed trains are used nationally and internationally, Frecciarossa and Italo for Italy and TGV for France, and allow to reach Paris for example in about 5 hours. The new high-speed lines also allow to reach Milan in only 44 minutes and Rome in 4h05.

[www.trenitalia.com](http://www.trenitalia.com)

[www.italotreno.it](http://www.italotreno.it)

[www.sncf-connect.com](http://www.sncf-connect.com)

## COVID-19 RULES FOR TRAVELLERS

For now, for entry to Italy, one of the conditions of the Green Pass will be sufficient: certificate of vaccination, certificate of recovery or negative test result.

The situation will evolve in the coming months, we will keep you all [updated](#).

## HOW TO REACH AC HOTEL BY MARRIOTT TORINO

### From Torino Airport

#### BY PUBLIC TRANSPORT

The centre of Turin is easily reachable in 50 minutes using the Arriva Italia bus service (<https://torino.arriva.it/en/airport-line-torino-city-center-torino-airport/> – stop Porta Nuova Railway Station/Piazza Carlo Felice 39).

One-way fare: 7 € (+ 1 € aboard). Journey time: 45/50 minutes.

Then from Porta Nuova Railway Station: underground line 1 direction Bengasi to Lingotto stop. Estimated time: 10 minutes

#### BY TAXI

The public taxi rank is located on the left at the exit of the Arrivals level.

Travel time: approximately 30 minutes.

Taxi Torino: Tel: +39 011 5737 / +39 011 5730

### From the Railway Stations

- From Porta Nuova Railway Station: underground line 1 direction Bengasi to Lingotto stop.

Estimated time: 10 minutes

- From Porta Susa Railway Station: underground line 1 direction Bengasi to Lingotto stop.

Estimated time: 12 minutes

Info: GTT <https://gtt.to.it/cms/en/>

# ABOUT THE PROGRAMME

### Climate

The month of August is characterized by rising daily high temperatures, with daily highs increasing from 23°C to 27°C over the course of the month, exceeding 30°C or dropping below 19°C only one day in ten.

### Gift

Student should bring along a typical wrapped gift from their city or country that will be exchanged with another student at the gala dinner! (max 10 €).

### Language

All sessions will be conducted in English.

No translation will be provided.

### Dress code

All sessions and Saturday and Sunday dinners: casual. Take comfortable clothes for the "Wake up after lunch" session.

Gala Dinner: smart.

Due to air conditioned rooms at the hotel, we kindly ask participants to bring a warm jacket.

## FOR MORE INFORMATION, CONTACT

CityDNA Head Office - 29D rue de Talant - 21000 Dijon - France

Tel.: +33 3 80 56 02 01 - Fax.: +33 3 80 56 02 05

Julie Clerc - [julie@citydna.eu](mailto:julie@citydna.eu)

[citydestinationsalliance.eu](http://citydestinationsalliance.eu)

# REGISTRATION FEES

Registration fees	Early bird rate (until July 1)	Normal rate (from July 2)	Group rate (3 to 6 pax)	Group rate (from 7 pax)
CityDNA Members	1,550 €	1,650 €	1,300 €	1,250 €
Non members	2,000 €	2,100 €	1,600 €	1,600 €

Local participant (not staying at the hotel): 950 €

Enrolment is limited to 60 participants.

# PARTNERS



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