



## Programme

### Organization of Cultural Events

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|---|--|
| <p><b>Tuesday 23 January</b><br/>9.00 – 13.00</p>   | <ul style="list-style-type: none"> <li>• Protection and management of cultural heritage – culture as social cohesion factor and common memory.</li> <li>• Culture and communication – networking – cultural heritage and safeguard of people identities</li> </ul>                             |
| <p><b>Wednesday 24 January</b><br/>9.00 – 13.00</p> | <ul style="list-style-type: none"> <li>• Radio and television productions – press releases – technical equipment – use of new technology.</li> <li>• Commercial – public relations – tourism as cultural event.</li> <li>• Methods and technologies for cultural management on web.</li> </ul> |
| <p><b>Thursday 25 January</b><br/>9.00 – 13.00</p>  | <ul style="list-style-type: none"> <li>• Visit with Agency for the promotion of Tourism</li> <li>• Visit to Pisa</li> </ul>  |

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Accreditamento presso il  
Ministero della Pubblica Istruzione  
con Decreto del 25/07/2006

Accredited by the Italian  
Ministry of Education with the  
Legislative Act of 25/07/2006



Accreditamento presso la  
Regione Toscana con  
Decreto n. 1722 del 25/03/2003

Accredited by the Tuscany County  
Council with Legislative Act n.  
1722 of 25/03/2003