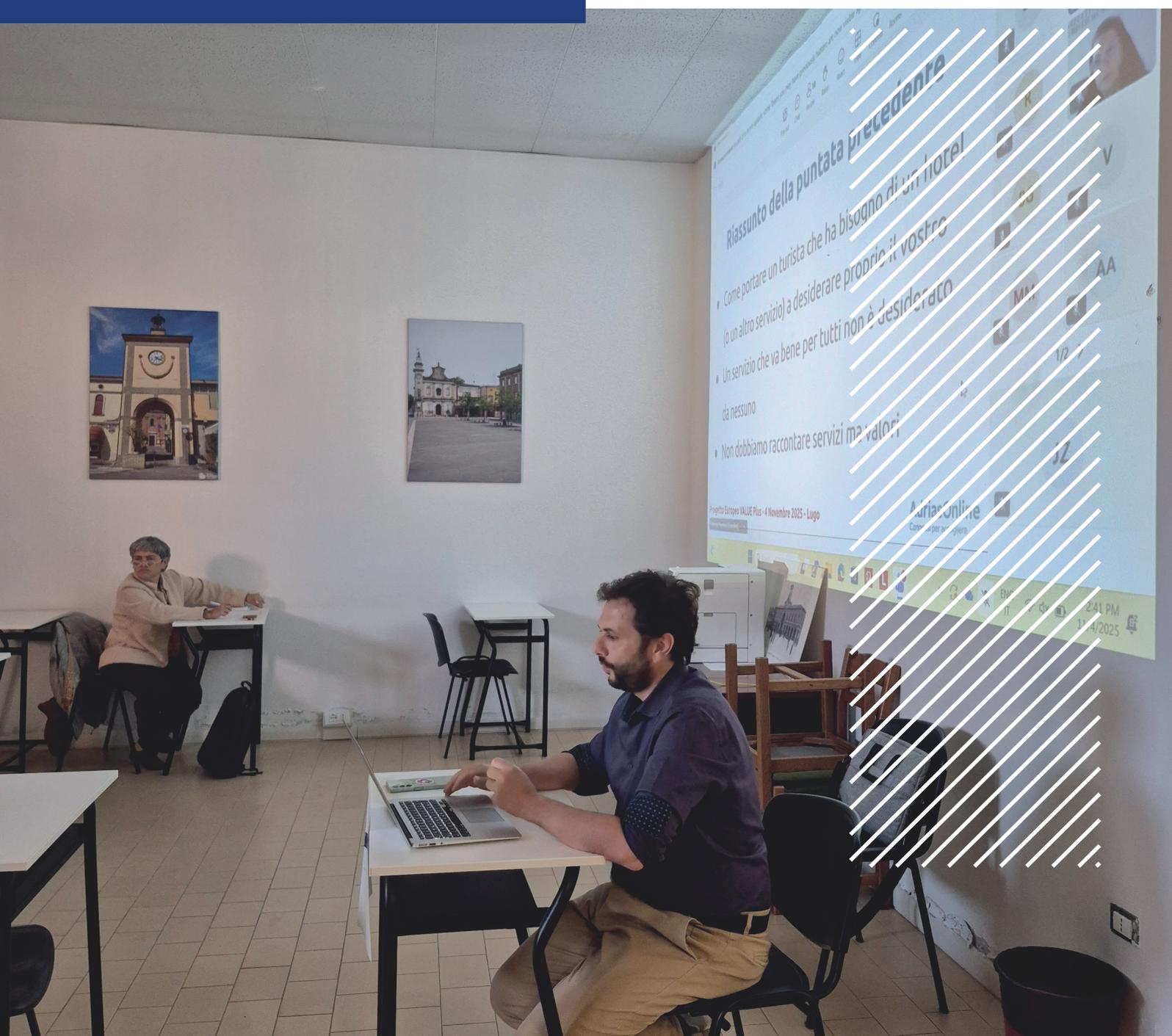


# Practical workshop for measuring and improving online performance



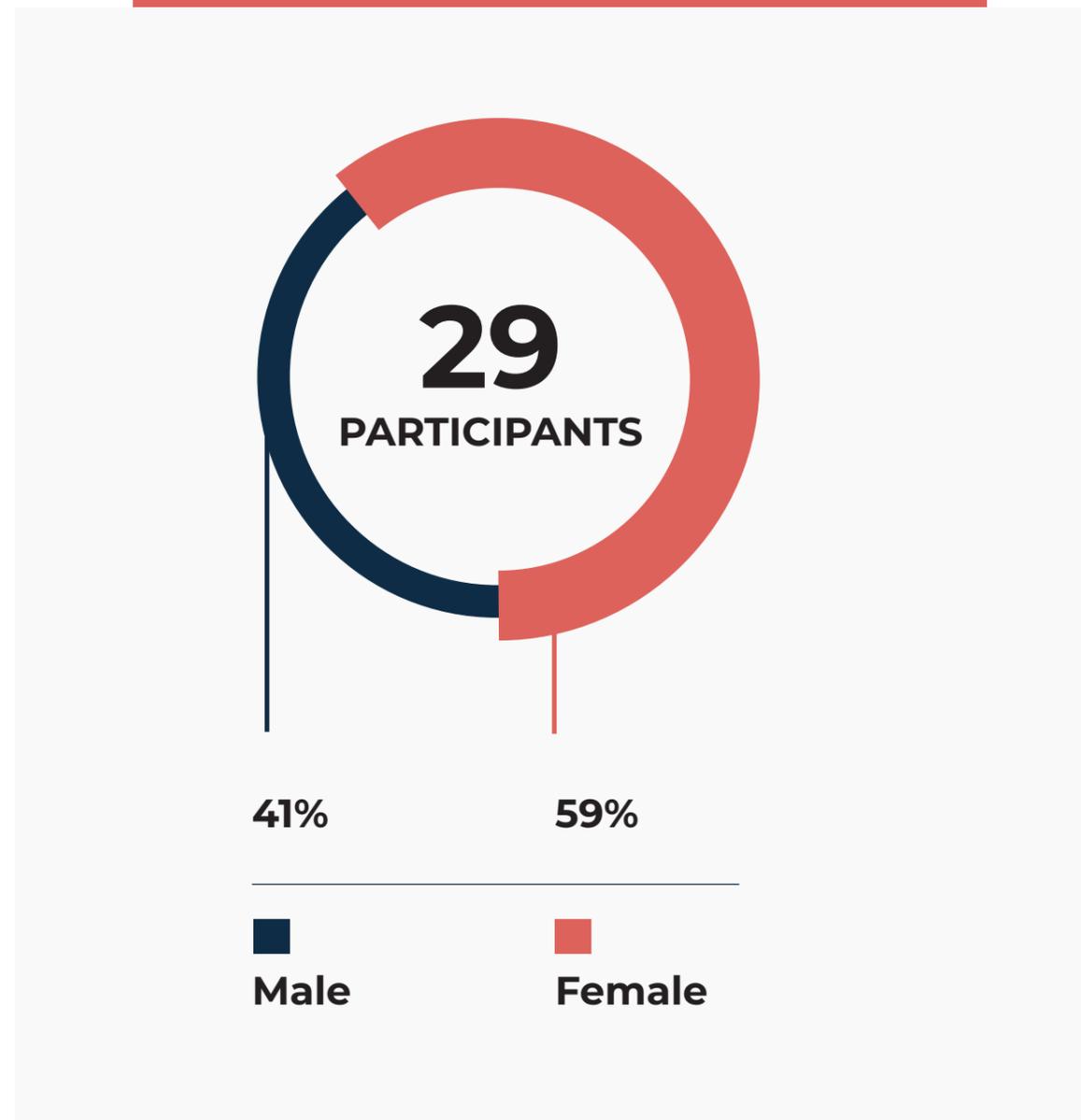
Unione dei Comuni della Bassa Romagna  
CAST - Università di Bologna

4 November 2025



# The Training Courses

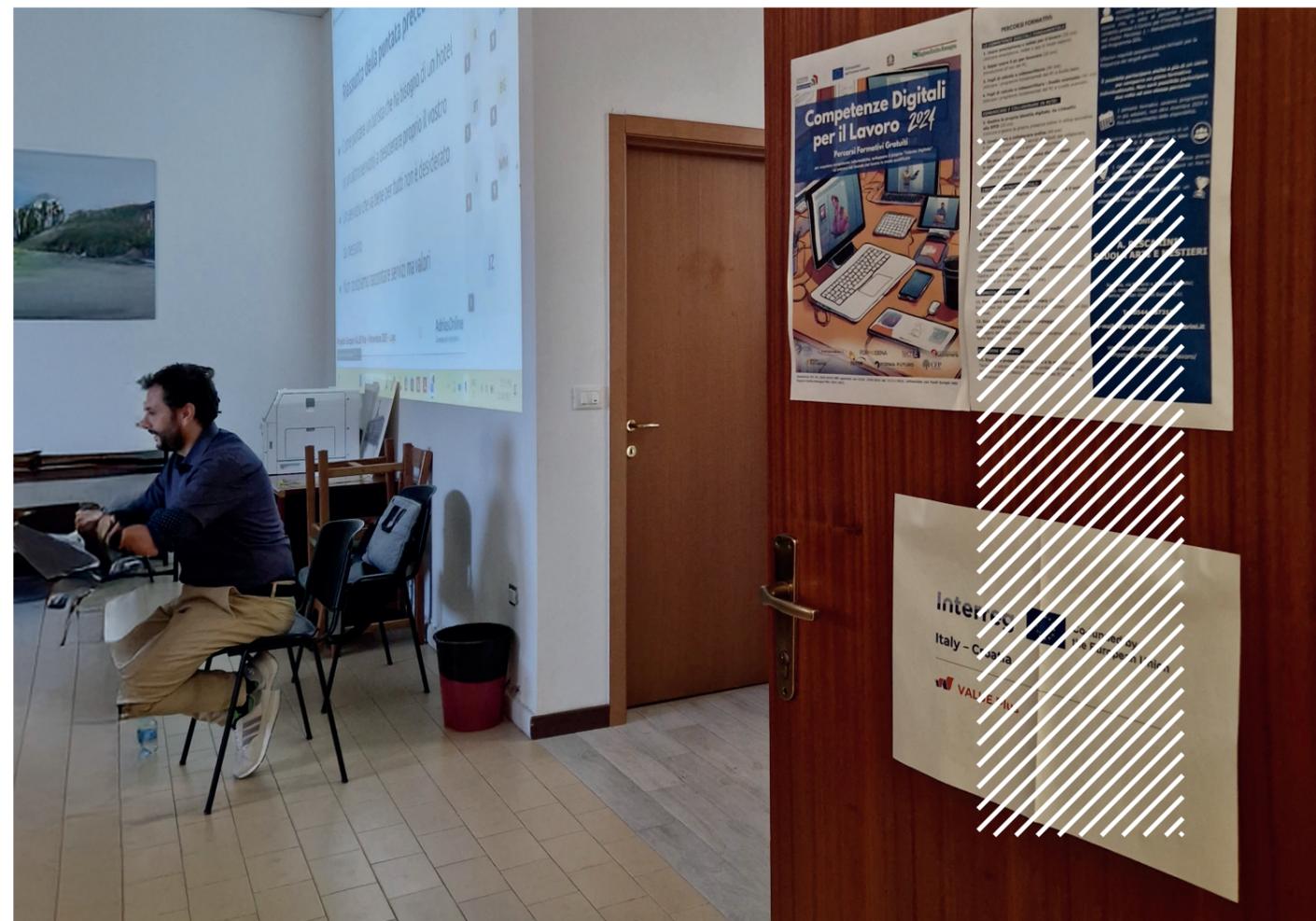
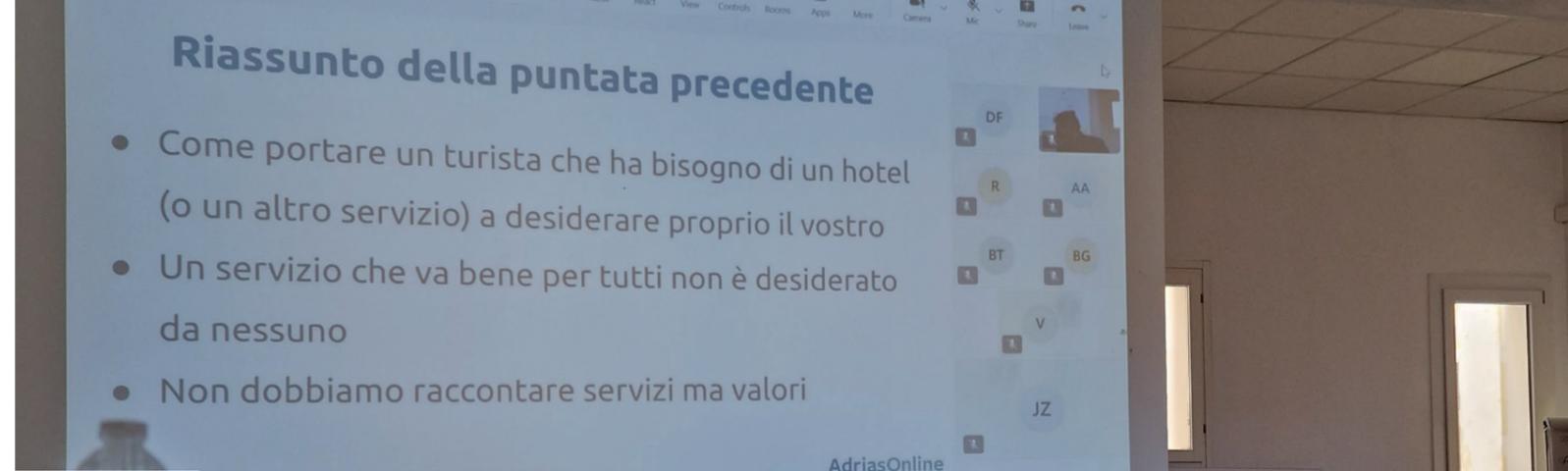
The training courses for operators strengthen the skills of cultural and tourism professionals across Italy and Croatia, fostering innovation and cooperation within local cultural districts. Through interactive workshops and study visits, participants explore new approaches to accessibility, sustainability, and digital heritage, gaining practical tools to enhance the attractiveness and inclusiveness of their territories.



A total of 29 people participated in the training courses (19 in person and 10 online), including 17 women and 12 men, reflecting the inclusive and collaborative spirit of VALUE PLUS.

# An Inspiring Location

Angelo Pescarini Scuola Arti e Mestieri Lugo (IT)



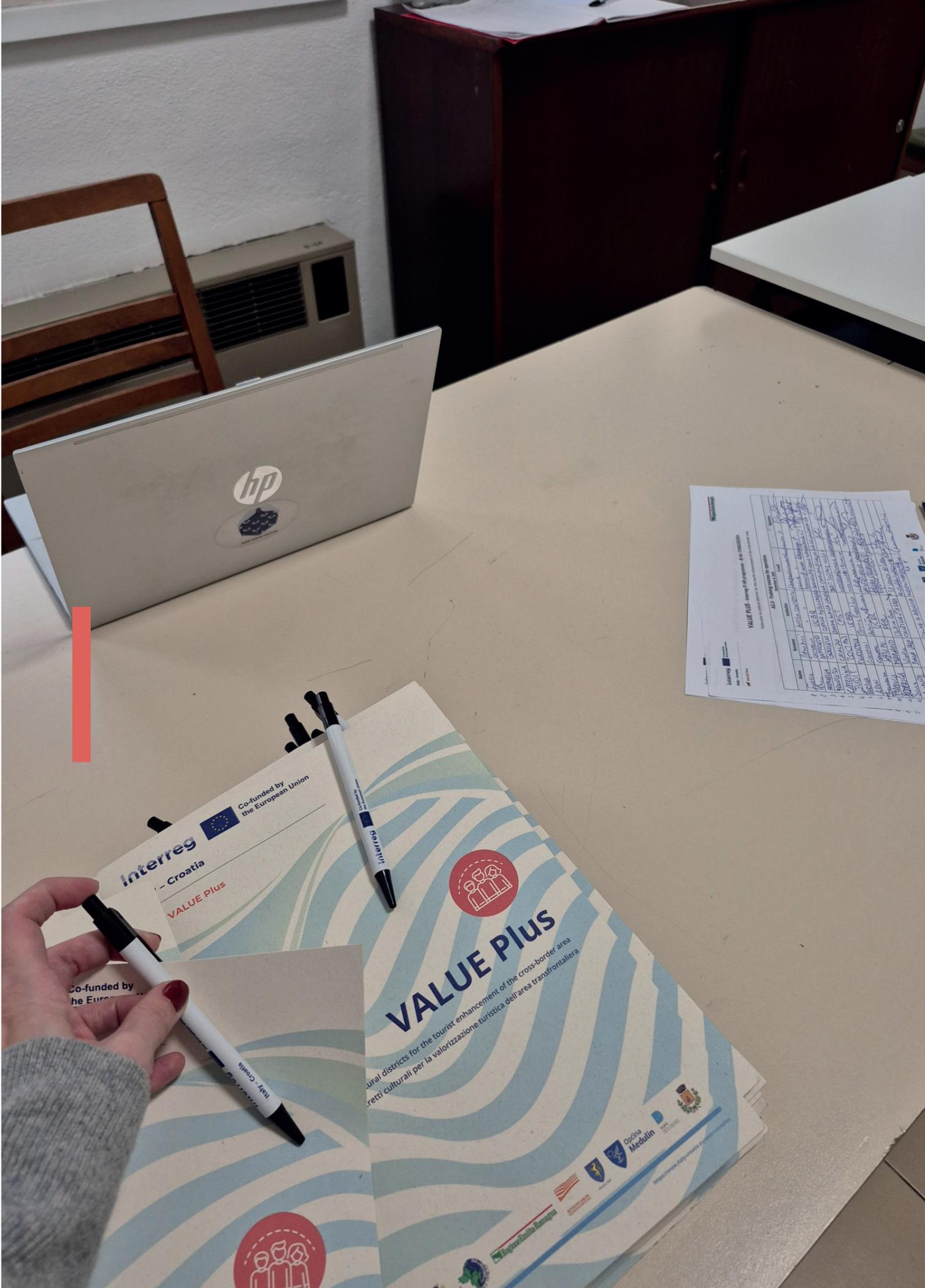
Lecturer

# Francesco Piersimoni



Francesco Piersimoni, co-founder of Adrias Online, is a leading expert in tourism marketing. Since 2007, he has helped hospitality businesses communicate their uniqueness, connect with travellers, and boost direct bookings through innovative tools, including AI. Renowned for his clear and engaging approach, he turns complex marketing concepts into practical strategies for tourism professionals.

# The Event







02:03:50

Contenuti Chat Partecipanti Mano Reazioni Vista Altro Webcam Microfono Condividi

Partecipanti

Digitale un nome

Condividi invito

In questa riunione (12)

- MM Mingozi Maura
- AA Ai Gallo Alfonso (non verificato)
- BT Barbara Dell'Anna\_Iniziativa Turistiche (non verificato)
- BG Brignani Giorgia (esterno)
- DF Del Giacco Francesca (esterno)
- FI Fernanda- Iscomgroup (non verificato)
- FP Francesco Piersimoni (non verificato)
- JZ Judit Zoltan (esterno) Organizzatore
- MM Marangoni Margherita (esterno)
- MS Mulino Scodellino Castel Bolognese (esterno)
- R Roberta (non verificato)
- V vale (non verificato)

**PIXALL** Fotografie e Film per l'Ospitalità

Hotel Identity Destination Marketing Influencer Marketing Chi siamo **Contattaci**

# È tempo di farti vedere bene

01:41:22

Contenuti Chat Partecipanti Mano Reazioni Vista Altro Webcam Microfono Condividi

# Domande?

Partecipanti

Digitale un nome

Condividi invito

In questa riunione (9)

- MM Mingozi Maura
- BG Brignani Giorgia (esterno)
- DF Del Giacco Francesca (esterno)
- FD Foralosso Daniela (esterno)
- FP Francesco Piersimoni (non verificato)
- LG Lughì Giuditta (esterno)
- MM Marangoni Margherita (esterno)
- SC Sala Consiglio (non verificato)
- VG Valentina Guazzolini (non verificato)

Persone sono state aggiunte alla chat (2)

- JZ Judit Zoltan (esterno)
- LM Lorenzo Masiero (esterno)

Interreg



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Regione Emilia-Romagna

Italy – Croatia

VALUE Plus

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