



Do you have an innovative idea on cultural tourism? Present it and bring your skills and team up with other people.

Get a privileged access to our specialists of Ciset International Centre of Studies on the Tourism Economy, university professors and tourism experts.

Start brainstorming your ideas. Develop your innovative idea around your captured user, prototype and test your ideas on them involving multidisciplinary skills.

A free event that will meet and work together in a full day tourist and cultural operators with ICT experts, video makers, project managers, startappers for turning simple ideas into innovative promotional tourism actions and "learning by doing".

The participants will be brought together in teams and will have the opportunity to exploit the synergies between their different skills to develop real innovative solutions in one day.

An authentic challenge at the end of which the two best ideas will be selected and awarded by a jury composed of Italian and Croatian experts. The winners will be invited to take part to the final project event organized in Pula (Croatia) in September 2019 and will gain 10 hours of mentoring service offered by a tourism expert for developing your business idea.



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#MashupATLAS
#Mashup2019

LEARNING BY DOING AND DEVELOPING NEW BUSINESS IDEA IN CULTURAL TOURISM SECTOR

AGENDA

Thursday 28th March 2019
Meet and Create

c/o Ciset
Palazzo S. Paolo,
Riviera S. Margherita 76 - Treviso

- 9.00** Registration and welcome coffee
- 9.30** ATLAS presentation and meet the mentors
- 10.00** Speeches: new touristic ideas
- 11.30** Prototyping
- 13.00** Networking lunch
- 13.30** Feedback session
- 14.00** Business modeling
- 16.00** Design thinking
- 18.00** Jury presentation
- 19.00** Award ceremony



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