

20 - 22 May 2025
Palazzo Lombardia, Milan



NECSTouR

ANNUAL GENERAL MEETING

2025



NECSTouR
European Regions for
Competitive and Sustainable Tourism



in LOMBARDIA



**Regione
Lombardia**

NECSTouR

ANNUAL GENERAL MEETING

2025

THURSDAY, MAY 22ND

Thematic Conference: Rethinking Tourism Communication. Storytelling and Conscious Marketing.

*Palazzo Lombardia, Piazza Città di Lombardia, 1, 20124 Milano
1st floor, Sala Marco Biagi*

08.30

Registration

Please come in advance to register at the entrance and get your translation headphones.

There will be a wardrobe available for jackets and suitcases.

09.00

Institutional Opening

- President of Lombardy Region (TBC)
- Ms. Elena Baena, President of NECSTouR and Tourism General Director of Andalusia Region.
- Ms. Andreea Staicu, Acting Head of Tourism Unit, DG MOVE, European Commission

09.30

Insights from Stakeholders

This part of the Conference will mainly be in Italian, but English translation will be provided.

Moderator: Ms. Simona Tedesco, Director of DOVE Magazine

Ms. Alessandra Priante, President of ENIT

Mis-communication in tourism, influencing the influencers. Semantics and consequences in modern day tourism trends

Mr. Matteo Cardani, Chief marketing officer MediaForEurope Advertising, Mr. Massimo Scaglioni, Professor of Media Economics and Director of Ce.R.T.A – Research Centre for Television and Audiovisual Media, Università Cattolica del Sacro Cuore

Media and Tourism: How Audiovisual Storytelling Can Support Destination Marketing and Communication – Key Lessons from a Four-Year Research Project

Milano Cortina 2026 Foundation

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11.00 **Coffee Break**

11.30 **Roundtable: Voices from the territories. Best practices and experiences from destinations.**

Opening: Ms. Eleonora Lorenzini, Professor at Politecnico di Milano and Head of Digital Innovation Observatories

Digital innovation and data-driven strategies for a sustainable destination management

Moderator: Mr. Damià Serrano, Marketing and Research Director, Catalan Tourist Board

- Ms. Ekaterina Miettinen, Tourism Director, Visit Kotka Hamina
- Mr. Michael Dodds, Director, Normandy Tourism
- Mr. Adrian Zittelli, General Director European Affairs, Murcia Region
- Mr. Aidan McCormack, Tourism Officer, Sligo County Council

12.45 **Closing Remarks**

Regional Minister for Tourism, Territorial Marketing and Fashion, Lombardy Region

13.00 **Networking Lunch**