



FONDAZIONE CAMPUS



56° EUHOFA INTERNATIONAL CONGRESS

NOVEMBER 8th-12th 2017

Lucca, ITALY



**THE EMOTION
OF TUSCAN
HOSPITALITY**



**YOUR
EXPERIENCE
HAS JUST
BEGUN**



FONDAZIONE CAMPUS

**MULTAS
PER GENTES**

Catullo



RENAISSANCE TUSCANY
IL CIOCCO RESORT & SPA HOTEL

**THE
TRADITION
OF HOSPITALITY**



THE EMOTION
OF TUSCAN
HOSPITALITY

PROGRAMME

56° EUHOFA INTERNATIONAL CONGRESS

NOVEMBER 8th-12th 2017
Lucca, ITALY

TIME**PARTICIPANTS PROGRAMME****PARTNERS PROGRAMME****TUESDAY NOVEMBER 7th 2017**

All day	Arrival and pick up of Board Members from Pisa and Florence Airports, transfer to the Renaissance Tuscany Il Ciocco Resort & Spa Hotel
19.00	Meet in hotel lobby
19.30 - 22.30	Dinner <i>Dress code: casual</i>

WEDNESDAY NOVEMBER 8th 2017

7.00 - 8.45	Breakfast at Renaissance Tuscany Il Ciocco Resort & Spa Hotel for Board members and partners
9.00 - 13.00	EUHOFA Board Meeting <i>Dress code: business attire</i> Free time
13.00 - 14.30	Lunch at Renaissance Tuscany Il Ciocco Resort & Spa Hotel
14.30 - 18.30	Free time
All day	Arrival and pick up from Pisa and Florence Airports, transfer to the Renaissance Tuscany Il Ciocco Resort & Spa Hotel CONGRESS REGISTRATION
18.30	Welcome Reception
19.45 - 22.30	OPENING CEREMONY WELCOME SPEECH EUHOFA Group Photo Session WELCOME DINNER <i>Dress code: Formal attire</i>

TIME

PARTICIPANTS PROGRAMME

PARTNERS PROGRAMME

THURSDAY NOVEMBER 9th 2017

7.00 - 8.00	Breakfast at Renaissance Tuscany Il Ciocco Resort & Spa Hotel	
8.15	Transfer to Fondazione Campus, Lucca	Transfer to Barga
9.30 - 11.00	<p>ACADEMIC SESSION 1 <i>Dress code: business attire</i></p> <p>Round table</p> <p>PROPOSED SPEAKERS</p> <p>Marcel Levy <i>General Manager at Starwood Hotels and Resorts</i></p> <p>Ezio Indiani <i>General Manager at Hotel Principe di Savoia, Milano</i></p> <p>Stefano P. Biscioni <i>President/CEO Executive Search International.</i></p> <p>MODERATOR</p> <p>Dennis Redmont <i>Head of Communications, Media and Development at the Council for the US and Italy</i></p>	<p>Visit to the house of the famous Italian poet Giovanni Pascoli and to Barga city centre.</p>
11.00 - 11.30	Coffee Break	

TIME

PARTICIPANTS PROGRAMME

PARTNERS PROGRAMME

THURSDAY NOVEMBER 9th 2017

11.30 - 13.00	<p>ACADEMIC SESSION 1 <i>Dress code: business attire</i></p> <p>PROPOSED SPEAKERS</p> <p>Francesco Apreda <i>2 Michelin stars Chef at Hotel Hassler Roma</i></p> <p>Hans R. Fritz <i>General Manager Luxury Hotels</i></p> <p>QUESTION TIME</p>	12.00 Transfer to Fondazione Campus, Lucca
13.00 - 14.00	Lunch at Fondazione Campus for Delegates and Partners	
14.00	Transfer to Pisa	
14.45 - 17.00	Guided visit to Pisa (Leaning Tower and Miracle Square)	
17.00	Transfer to Renaissance Tuscany Il Ciocco Resort & Spa Hotel	
19.30	Meet in the lobby and transfer to the ISI Pieroni school in Barga <i>Dress code: smart casual</i>	
20.00 - 20.30	Cocktail reception	
20.30 - 22.30	Dinner at the school	
22.30	Transfer to Renaissance Tuscany Il Ciocco Resort & Spa Hotel for overnight	

TIME

PARTICIPANTS PROGRAMME

PARTNERS PROGRAMME

FRIDAY NOVEMBER 10th 2017

Until 8.15	Breakfast at Renaissance Tuscany Il Ciocco Resort & Spa Hotel	
8.30	Transfer to Palazzo Boccella, Lucca	Transfer to Lucca
9.30 - 11.00	<p>ACADEMIC SESSION 2 <i>Dress code: business attire</i></p> <p>PROPOSED SPEAKERS</p> <p>Paul Tribolet <i>Former Executive VP EAME for Starwood Hotels & Resorts</i> Name and Work title Speaker <i>Chef or wine producer</i></p> <p>QUESTION TIME</p>	Visit to Villa Mazzarosa and Italian cooking lesson.
11.00 - 11.30	Coffee Break	
11.30 - 12.30	<p>ACADEMIC SESSION 2 <i>Dress code: business attire</i></p> <p>CONCLUSION</p>	
12.30 - 13.30	<p>OLIVE OIL TASTING</p> <p>A multi-sensorial experience to discover the aromas and flavors of extra virgin olive oil</p>	

TIME

PARTICIPANTS PROGRAMME

PARTNERS PROGRAMME

FRIDAY NOVEMBER 10th 2017

13.30 - 15.00	Light Lunch at Scuola MADE	Lunch at Villa Mazzarosa
15.00	Transfer to Lucca	
16.00 - 17.00	Tour of Lucca: visit to Puccini's Birth Home and Puccini's operas selection concert	
17.00	Free evening with dinner on own arrangement	
19.00 and 21.30	Transfer to Renaissance Tuscany Il Ciocco Resort & Spa Hotel for overnight	

SATURDAY NOVEMBER 11th 2017

11.15	Breakfast at Renaissance Tuscany Il Ciocco Resort & Spa Hotel	
9.00-10.30	General meeting <i>Dress code: smart casual</i>	Free time
11.15	Meet in the lobby	
11.15 - 17.00	Lunch + ITINERARY 1 Experiential Tourism Visit to "Fortezza delle Verrucole" and "Caseificio Marovelli" NOTE LEVEL OF DIFFICULTY MEDIUM <i>max 20 pax</i>	
	Lunch + ITINERARY 2 Experiential Tourism Visit to Piezza Mill and "Podere Còncori" <i>max 20 pax</i>	

TIME**PARTICIPANTS PROGRAMME****PARTNERS PROGRAMME**

SATURDAY NOVEMBER 11th 2017

11.15 - 17.00	Lunch + ITINERARY 3 Experiential Tourism Visit to "La Petrognola Brewery" and "Garfagnana Innovazione" <i>max 20 pax</i>
	Lunch + ITINERARY 4 Experiential Tourism Visit to "Antica Norcineria" and Ghivizzano Castle <i>max 20 pax</i>
17.00	Transfer to Renaissance Tuscany Il Ciocco Resort & Spa Hotel
19.30	Meet in hotel lobby and transfer to Taverna dello Scoiattolo Restaurant
20.00	Farewell Dinner <i>Dress code: smart casual</i>
23.00	Transfer to Renaissance Tuscany Il Ciocco Resort & Spa Hotel for overnight

SUNDAY NOVEMBER 12th 2017

All Day	Breakfast at Renaissance Tuscany Il Ciocco Resort & Spa Hotel Transfers to Pisa and Florence airports according to departure flight details
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CONFERENCE REGISTRATION FEE

MEMBERSHIP	EARLY BIRD RATE VALID UNTIL MAY 31 ST 2017	STANDARD RATE VALID FROM JUNE 1 ST 2017	REMARKS
EUHOFA MEMBER	€ 1.200,00	€ 1.300,00	Those from Euhofa member schools
NON MEMBER	€ 1.300,00	€ 1.400,00	From schools not Euhofa members
PARTNERS	€ 800,00	€ 900,00	Persons accompanying delegates
ACADEMIC SESSIONS ONLY	NIL	€ 250,00	Attending only Academic sessions and price includes coffee breaks and lunch if served at venue of session



**THE EMOTION
WILL COME!**