

Dear participants of WP5,

As we have planned is our intention organise a WP5 Seminar in Parma on 23 September 2002.

The main goal of this Seminar is to develop a common methodology able to provide information on OLPs that can be useful for marketing and management proposal.

For this reason we have proposed to select few OLPs that will represent a "case study" where analyse the aspect and the issue discussed in the WP 1-4.

Concerning unit's presentations, there is a problem with the availability of time. If there are about 10 units, **a single unit presentation should only be 10-15 minutes in length (perhaps 5 or 6 ppt slides/acetates).**

The objective of a one-day seminar is to start to work together presenting each-other the chosen case study and discuss about a common methodology for describe the relevant issue of OLP we can found in the bibliography already published.

The discussion of the seminar will start with from the analysis of the main findings from your reclassification of the bibliography collected in the Database that you should have filled-up. Then the case study will be presented and discussed.

### **Logistics:**

Of course we want encourage to see Parma, taste some OLP and save time and money. That's why a one day seminar on a Monday would be the best. The seminar will be held in the University of Parma that is quite simple to reach by fly (directly or from other airport of North Italy as Bologna or Milano Linate), by train or by car. You may arrive on Sunday evening (and stay in Parma) or directly Monday morning and leave for the evenings.

In order to allow me to organise in the best way the Seminar under Logistic point of view, let me know when do you arrive and when do you leave. Parma it is not so a big town and his hotel capacity is limited. So please confirm to me as soon as possible your adhesion to the Parma Seminar.

### **Final comment:**

The programme of course is provisional at the moment and if you have suggestions for adjustments they are welcome! Could you react in the next days, because in this way the definitive programme can be designed soon.

Best regards to you all.

Filippo Arfini

Agenda:

8.30 - Opening of seminar

8.30 – 8.45: Introduction

8.45 – 9.15: Presentation of the preliminary result of the reclassification bibliography and the database - *(Parma Unit)*

9.15- 9.45: Discussion

9.45- 12.30 : Case Study presentation, discussion and coffee break. *(All Unit)*

12.30 – 14.00 : Lunch

14.00 – 16.00: Case Study presentation, discussion and coffee break. *(All Unit)*

16.00 – 17.30: Discussion on common methodology for common guide-line on OLPs for next meeting. *(All Unit)*.