

1st Biennial International Conference
HISTORICAL CITIES 3.0

Title of the conference in 2018:
RESIDENTS AND VISITORS – in search of quality and comfort

Motto: *I am lucky to live where others can only come for a moment*

- **Dates: 1-2 March 2018**
- **Venue: ICE Kraków Congress Centre**
- **Obligatory registration via www.historicalcity.eu from January to 15 February 2018**
- **Approximate number of participants: 250**
- **Target groups: municipalities, NGOs, DMOs, economic self-governments**
- **Conference languages – English and Polish, simultaneous interpretation**
- **Conference formula: plenary session with official and expert keynotes, and thematic panels**
- **Signing a letter of intent on future cooperation**

CONFERENCE AGENDA

1 March 2018

- 9:00 – 10:00 registration
- 10:00 – 10:10 Jacek Majchrowski, Mayor of Krakow
10:10 – 10:20 Representative of the European Commission
10:20 – 10:35 Representative of the UNWTO
10:35 – 10:50 Representative of OWHC
10:50 – 11:00 Representative of Polish Government
11:00 – 11:30 *Challenges for tourism in historical cities*
11:30 – 12:00 coffee break
- 12:00 – 12:30 **case study introducing panel 1: EDINBURGH**
12:30 – 14:00 **panel 1: GOOD LIFE VS. ATTRACTIVE DESTINATION?**
14:00 – 15:00 lunch
15:00 – 16:30 **case study introducing panel 2**
16:30 – 18:00 **panel 2: SMART CITY, FOR WHOM?**
18:00 closing of the first day
- 20:00 welcome reception

2 March 2018

- 08:30 – 10:30 a theme walk in Krakow
10:30 – 11:00 coffee break (ICE Kraków)
11:00 – 11:30 **case study introducing panel 3: AMSTERDAM**
11:30 – 13:00 **panel 3: 24-HOUR CITY**
13:00 – 13:30 the signing of the letter of intent on future cooperation
13:30 – 14:00 wrap up of the conference by Andrzej Kulig, Deputy Mayor of Krakow
14:00 – 15:00 lunch, closing of the conference,
from 15:00 onwards post-conference visits

For registration and more information please visit

www.historicalcity.eu