

Location site

Located in a strategic position at the entrance of the Adriatic Sea, off the western coasts of Albania and Greece the island of Corfu has its roots in the 8th century BC to the Byzantine period. The three forts of the town, designed by renowned Venetian engineers, were used for four centuries to defend the maritime trading interests of the Republic of Venice against the Ottoman Empire.

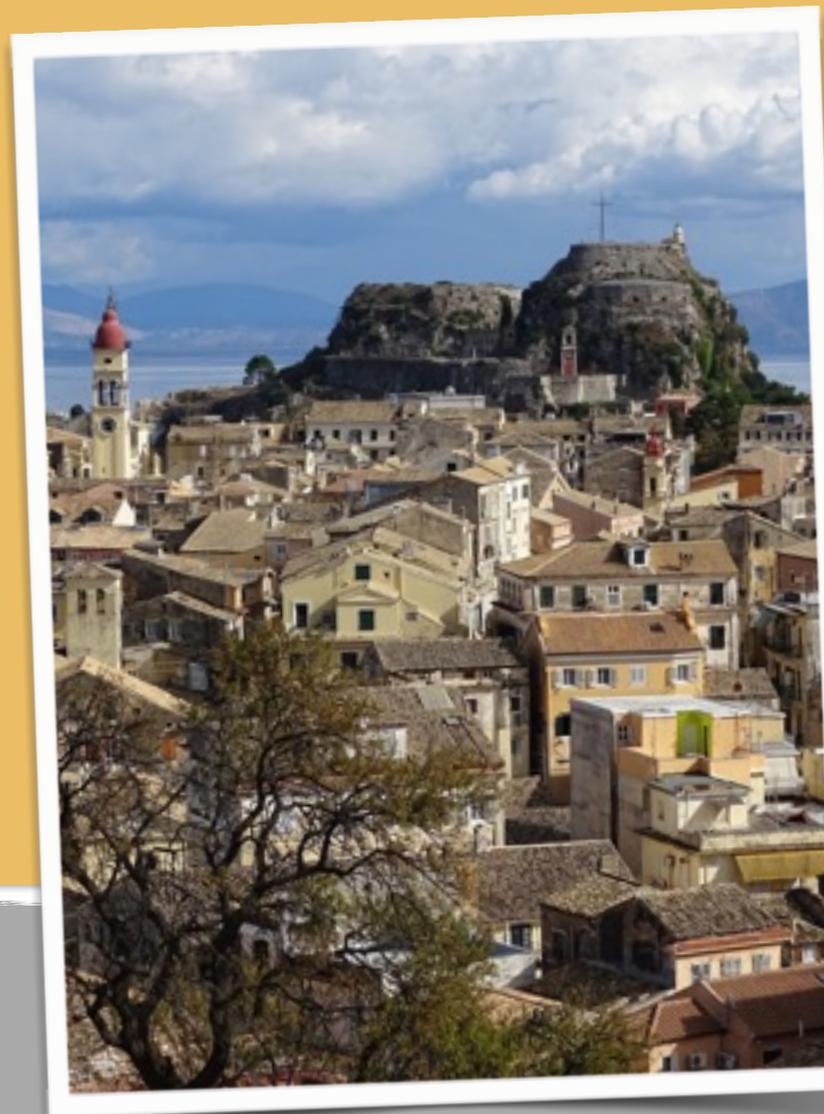
From the 15th century, Corfu was under Venetian rule for some four centuries, then passing to French, British and Greek governments. Corfu was a well thought of example of fortification engineering, designed by the architect Sanmicheli, and it proved its worth through practical warfare. The island has its specific identity, which is reflected in the design of its system of fortification and in its neo-classical building stock. As such, it can be placed alongside other major Mediterranean fortified port cities. The old town of the city is inscribed on the UNESCO World Heritage List. And Corfu is the only place in Greece where cricket is popular.

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**Better Places to Live, Better Places
to Visit**

12days workshop in Corfu



Better Places to Live, Better Places to Visit

Workshop Overview

This 2-week workshop, aims to examine the relation between places and tourism management and lead to a dialogue among the cultural and the tourism private and public stakeholders, leading experts, and citizens representatives from local to international level

Workshop outline

City branding refers to all the activities that are undergone with the purpose of turning a city from a location into a destination. City branding creates a single brand for the city and extends it to all its offerings and interactions. From a customer point of view, this creates a unique picture of the city at every level of interactions. This also helps in removing the need to present a case by case picture of the city for each of its offerings to the customers.

Course objectives

- Receive a useful grounding in the application of commercial brand strategy to the development of places.
- Understand the principles and practices of effective place brand strategy.
- Understand the relationship between brand strategy and brand marketing
- Understand the benefits that a rigorous brand strategy could create for a place.

Put our services to the test,
contact us for a free consultation today.



What's included

- 12 days of seminar in Athens
- Hotel Rooms , internet access included
- All breakfasts, american buffet
- All dinners from Monday through Friday
- Airport pickup and drop-off for arrival and return flights [Flight not included in price.]
- All cultural activities
- All Field trips

We offer for free

- On-site staff , Resident Director and Support Staff to help with any questions or advice you may need while in Athens.
- Comprehensive Insurance and Assistance Package
- 24-hour emergency telephone service : email, whatsApp, Viber, Skype. so that local staff can always be reached in an emergency situation. Also has a dedicated team of professionals ready to assist students/guests and orient them to the life in Greece.
- Celebration party, the night before departure
- Special Gift