



**November 22<sup>nd</sup> - 23<sup>rd</sup>  
East End Studios, Milan**

**Thursday, November 22nd**

H. 9.30 Opening of the Festival and the Expo Area

H. **10.00/12.30** Workshop: **"Monitor on European Events Industry"**

H. **14.30/16.30** Round table: **"Development in event industry. Market, player and creativity"**.

**Friday, November 23rd**

H. 9.30 Opening of the Festival and the Expo Area

H. **10.00** Debate: **"ROI. How to measure events results"**

H. **10:30** Round table – **"Events evaluation; a comparison between agencies and companies"**

H. **18.30** **EuBEA Award Ceremony**

H. **21:00** **Dinner by EuBEA Village and EuBEA Party.**