



MILANO, 4-5-6.12.2019

FUTURE OF THE ARTS

In collaboration with Advisory Board for the Arts

WEDNESDAY DECEMBER 4, 2019

- 19.15 TRANSPORTATION DEPARTS FROM NH MILANO PRESIDENT LOBBY (LARGO AUGUSTO, 10)
- 19.30 INFORMAL DINNER AT THE TYPICAL ITALIAN OSTERIA
- 21.30 TRANSPORTATION DEPARTS FROM THE RESTAURANT TO NH MILANO PRESIDENT

THURSDAY DECEMBER 5, 2019

- 8.10 TRANSPORTATION DEPARTS FROM NH MILANO PRESIDENT LOBBY TO SDA BOCCONI SCHOOL OF MANAGEMENT (Via Ferdinando Bocconi, 8)
All the sessions will be held at the Xperience Lab (floor -1)
- 8.30 WELCOME COFFEE
- 9.00 OPENING REMARKS
Andrea Rurale, SDA Bocconi
Chris Denby, Advisory Board for the Arts
Pilar Cárdenas, Advisory Board for the Arts
- 9.15 **SESSION 1**
CASE STUDY DISCUSSION
- 11.15 **SESSION 2**
BREAKING THE ECONOMIC MODEL IN THE ARTS
- 12.45 LUNCH
- 13.30 **SESSION 3**
"THE URGENT AGENDA" ROUNDTABLE DISCUSSION

- 17.30 TRANSPORTATION DEPARTS FROM SDA BOCCONI TO THE NH MILANO PRESIDENT
- 19.00 TRANSPORTATION DEPARTS FROM NH MILANO PRESIDENT LOBBY TO PALAZZINA APPIANI (Viale Byron, 2 - presso Arena Civica, Parco Sempione)
- 19.30 WELCOMING REMARKS
Piergiacomo Mion Dalle Carbonare, SDA Bocconi
- 19.45 BRIEF CONCERT AND CLOSING DINNER
- 22.00 TRANSPORTATION DEPARTS FROM PALAZZINA APPIANI TO NH MILANO PRESIDENT

FRIDAY DECEMBER 6, 2019

- 8.10 TRANSPORTATION DEPARTS FROM NH MILANO PRESIDENT LOBBY TO SDA BOCCONI SCHOOL OF MANAGEMENT
- 8.30 WELCOME COFFEE
- 9.00 **SESSION 4**
RESEARCH PREVIEW COLUMN: "THE NEXT GENERATION: STRATEGIES TO FIND AND BUILD NEW CUSTOMER AND DONOR BASES"
- 12.00 LUNCH

Logistical notes

- For any questions regarding the schedule or logistical details, you can contact: Pilar Cardenas (pilar.cardenas@advisoryarts.com)
Piergiacomo Mion (piergiacomo.mion@sdabocconi.it)
- All sessions will be held at SDA Bocconi; transportation to all events will be arranged by the organizers
- Participants are welcome to bring a spouse or guest; spouses and guests are invited to all events outside of the primary sessions of the convening