

Attracting Visitors to Cultural Heritage Sites, both physical and digital

The second meeting of the Luiss Cultural Heritage Initiative

8 April 2022, 9:00 am CEST

Room 200, Luiss Campus at Viale Romania 32, Rome

9:00 am Participant arrival and Welcome coffee

9.30 am Institutional greetings

Andrea Prencipe
Rector, Luiss University

Mark Thatcher
Luiss Professor and Academic Organiser of the Luiss Cultural Heritage Initiative

9:45 am I Session: *The National Recovery and Resilience Plan and Attracting Visitors*

Opening remarks

Massimo Osanna
Director of the Museums General Direction, Italian Ministry of Culture

10.30 am II Session: *Managing visitors and attracting local communities; minorities; young people*

Massimo Amodio
Vice President, Roffredo Caetani Foundation

11:30 am Coffee break

12:00 pm III Session: *Cultural heritage sites between virtual and physical presence*

Opening remarks

Gabriel Zuchriegel
Director of the Archaeological Park of Pompeii

Ilaria Bonaccossa
Director of the Digital Art National Museum

1:00 pm Concluding remarks and next steps

Following the opening remarks, each session will include a discussion in which scholars, academics, and professionals in the field will participate.