



## 2<sup>nd</sup> TEM Summer school “Innovation in Place Branding, Management and Regional Development”

Pont-Saint-Martin and Bard (AO) - 04-08 June 2018 - CUP B66D17000020005

The **University of Aosta Valley** and the **University of Savoie Mont Blanc** are pleased to announce the second **TEM Summer school “Innovation in Place Branding, Management and Regional Development”**. The Summer school is intended for PhD students and young researchers interested in the field. The Summer school is held in Pont-Saint-Martin (04 June 2018) and Bard (5-6 June 2018) and includes the participation to the 2<sup>nd</sup> TEM Conference in Bard (07-08 June 2018). The participants may earn 2 academic credits in applied economics.

Participants are selected on the basis of their curriculum vitae and the scientific paper they are going to present during the conference. Students interested in the event are invited to submit their curriculum vitae and the paper, together with the completed application form, as specified in the call for participation at [www.xtem.org](http://www.xtem.org) (by postal mail, e-mail, certified e-mail) by 30<sup>th</sup> April 2018. The participation to the summer school (including the conference) is free. Accommodation and meals are excluded, but covered by grants. The results of the selection procedure including the grant assignments are notified to the candidates by the end of May 2018. The conference will be held at the [Pépinière d’entreprises of Pont-Saint-Martin](#) (04 June 2018) and at the [Forte di Bard](#) (05-08 June 2018), easy to reach by all means of transport. For more information regarding the registration procedure, visit [www.xtem.org](http://www.xtem.org) or contact [TEM@univda.it](mailto:TEM@univda.it).

The programme of the Summer school and the Conference is listed in the table below.

Monday 04 June 2018		Tuesday 05 June 2018		Wednesday 06 June 2018		Thursday 07 June 2018		Friday 08 June 2018		Saturday 09 June 2018	
10.00-11.30	Lesson 1	Lesson 5	Lesson 9	10.00-10.30	Welcome coffee						
11.30-11.45	Coffee Break	Coffee Break	Coffee Break	10.30-11.00	Open. ceremony	Round table					
11.45-13.15	Lesson 2	Lesson 6	Lesson 10	11.00-12.30	Plenary 1	Parallel 4					Informal visit
13.15-14.30	Lunch	Lunch	Lunch	12.30-13.30	Lunch	Lunch					
14.30-16.00	Lesson 3	Lesson 7	Lesson 11	13.30-15.00	Parallel 1	Parallel 5					
16.00-16.15	Coffee Break	Coffee Break	Coffee Break	15.00-15.30	Coffee break	Coffee break					
16.15-17.45	Lesson 4	Lesson 8	Lesson 12	15.30-17.00	Parallel 2	Parallel 6					
				17.00-18.30	Parallel 3	Technical Visit					
				18.30-20.00	Bouldering						
				20.30-22.30	Gala dinner						

### DETAILED PROGRAMME OF THE SUMMER SCHOOL:

**LESSON 1 : MACHINE LEARNING TECHNIQUES FOR SMES (1)**

**LESSON 2 : MACHINE LEARNING TECHNIQUES FOR SMES (2)**

**LESSON 3 : INNOVATION IN SMES**

**LESSON 4 : LOCALIZED INNOVATION**

**LESSON 5 : GLOBAL VALUE CHAIN AND REGIONAL DEVELOPMENT (1)**

**LESSON 6 : GLOBAL VALUE CHAIN AND REGIONAL DEVELOPMENT (2)**

**LESSON 7 : NEW TRENDS IN PLACE BRANDING**

**LESSON 8 : NEW TRENDS IN PLACE BRANDING**

**LESSON 9 : MANAGERIAL INNOVATION IN SMART REGIONS**

**LESSON 10 : REGIONAL DEVELOPMENT LEGISLATIVE FRAMEWORK**

**LESSON 11 : INNOVATION IN TOURISM**

**LESSON 12 : INNOVATION IN PLACE BRANDING**