



EUROPEAN HISTORIC HOUSES 3RD NEXTGEN CONFERENCE

Siena, Italy :: 24 - 26 March, 2017

Welcome!

I am delighted to present the outline details of the 3rd EHHA NextGen Conference Weekend, which will take place in and around the stunning Tuscan city of Siena from 24th to 26th March 2017.

Our conference in Paris (March 2016) achieved national press coverage and provided a great platform for widening participation, and we continue to see NextGen groups developing across the continent.

We are proud to introduce new partners this year, notably EY whose international expertise in family business management strengthens our ability to offer actionable intelligence through thought leadership.

Our 2017 conference is also supported by Bonhams, the international auctioneers. They will be on hand as we tour the fine palazzi and villas of Siena, and to answer any questions on the art market.

This year promises a lot, so I suggest you book quickly to avoid disappointment!



William
Cartwright-Hignett
NextGen Coordinator

A handwritten signature in black ink that reads "William Cartwright Hignett".

A Message from our President



Comte Rodolphe de Looz-Corswarem
Executive President,
European Historic Houses Association

“

Europe’s diverse cultural heritage is one of its most valuable assets, both as the creator of more than 9.2 million direct and indirect jobs in tourism all across the EU, and as a repository and ‘reference library’ for Europe’s complex social and cultural identity.

Private families, old and new entrepreneurs, are the predominant guardians of this heritage across the continent.

In a world increasingly full of international opportunities,

heritage assets must try hard to remain relevant.

By supporting and nurturing a passion within the younger generation; by creating meaningful relationships with potential advisors; and by fostering discussion, developing favourable policies and demonstrating best practices and innovation: the European Historic Houses Association’s NextGen programme supports and adds value to European heritage, and future guardians of that legacy”.

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PROGRAMME OVERVIEW

Friday 24th March



afternoon {Arrive in Siena}

evening Meet in Piazza del Campo
for dinner in a historic
property

later Optional visit to a bar in
the Piazza del Campo.

Saturday 25th March

- 09:00 Coach departs Siena (15min)
10:00 Conference at Vico Bello
13:00 Tutored Wine Tasting 
13:30 Lunch
15:00 Visit to Villa and Gardens
16:30 Return to Siena

- Change for Dinner -

18:00 Coach departs for Catignano
18:30 Visits, Aperitivo
20:30 Welcome from the family
21:00 Italian Buffet Dinner
22:30 Dancing, DJ and Open Bar
02:00 Last Departure for Siena

Sunday 26th March

- 10:00 Meet in Piazza del Campo
10:15 Walking tours of Siena will
visit a Contrada museum,
selected private palazzi
and end at a private palace
for Brunch at 12:30.

Short talk by owner
14:30 {Programme Ends}



Siena...

...a World Heritage City, and a jewel set in the crown of the Tuscan hills which seems almost untouched by time - but scratch the surface a little, and we find it presents the perfect example of the complex interaction between heritage, community and the families which occupy it.

It is the ideal location for us to discuss the theme of the conference this year:

“A Sense of Place: Protecting, Transmitting and Enhancing Social Capital”

We shall explore the complex and diverse relationships between heritage and community, our role as guardians in respecting these connections, and how we can manage the transmission of Social Capital and other intangible aspects through the process of succession.



Conference Programme

“Sense of Place: Protecting, Transmitting and Enhancing Social Capital”

Full details of this year’s conference will be available after final confirmations from speakers.

We are excited to announce a new partnership with [Ernst & Young](#) who will be supporting the conference by providing thought leadership on the subject of family business succession.

We are also proud to be working with [Bonhams](#) International Auctioneers, who understand the long-standing relationship between private cultural heritage and its importance to, and reflection of, the wider community.

The Conference will take place at [Vico Bello](#), the stunning private villa of the Chigi family, which we will tour after lunch.



KEY SPEAKER

Peter Englisch

Global Leader for Family Business
Ernst & Young

Mr. Englisch is a seasoned author of various EY publications regarding family business and middle market companies such as the annual Mittelstandsbarometer, and surveys in collaboration with the Centre for Family Business at the University of St. Gallen.

Alongside his extensive experience as an assurance and business advisory partner for both national and international companies, Peter has served family-owned business clients for more than 20 years in matters of succession and growth strategies. He was the founder of the EY NextGen Academy, a global program for young successors in family business.

Mr. Englisch holds a Master’s degree from the University of Münster. He is a qualified Diplom-Kaufmann Accountant, a Tax Advisor and a US-Certified Public Accountant.



Speakers & Topics



SESSION LEADER

Lucio Patone

Co-founder

[Sowire Media Factory](#)

Originally an interior designer and photographer, in 2009 Lucio Patone co-founded Sowire Media Factory in Florence, Italy. Sowire set out to blend graphic design, new media and photography in an experimental approach to creative communication.

Lucio will lead us in an exploration of the ways in which virtual communities can be built, through social networks and other means, and how those virtual communities can be deployed in the real world to benefit heritage and associated business.



Conference Topics Overview

This year we examine the softer side of heritage - Social Capital: *building up, protecting and benefitting from the value created within, and resulting from, the complex networks of relationships which are an integral part of the functioning of historic estates."*

Social Capital and Succession:

- To what extent is community a foundation-stone of heritage?
- How best do we transmit relationships, loyalties and trust from generation to generation?
- Community Engagement and Diversification;
- Building and utilising social networks

Protecting Reputation: gained over centuries; lost in days.

NextGen Trends: why we have to do business differently, how to approach the change, and to work towards a more positive future.

2017 NextGen Dinner & Ball

We are grateful to be hosted by the Marmoross family at their beautiful villa Catignano, with a visit to the garden before an aperitivo in the house.

A typically Tuscan buffet will be served in the Tinaia Hall, following which we have a DJ and open bar in the vaults where for centuries the wine was stored.

This year's ball is open to friends and supporters of privately owned heritage in addition to conference attendees. 'Ball Only' tickets are limited in number and cost €90.

Details can be found here: <http://bit.ly/NextGen2017Ball>

The ball offers a wonderful opportunity to network with participants in a relaxed environment, all the while surrounded by private heritage. Please tell your friends!



Catignano has been restored progressively by the Marmoross family since the 1970's, and represents an example of the enterprising reuse of historic buildings to support their ongoing maintenance.



Accommodation

Option 1: Villa Catignano

Villa Catignano has self-catering accommodation for up to 80 people and is hosting the ball on Saturday, so it is a great option if you don't want to travel late.

Just 15 minutes from Siena, it is easily reached by car, and we will provide a coach/minibus for those on the full programme without a car.

Accommodation is in apartments and rooms and prices start at around €50 per person per night (based on shared rooms with a two night minimum stay) including breakfast.

You will need to book directly with Sofia Marmoross: please contact villacatignano@gmail.com for details of available accommodation - and do not delay. Have a look at their website:

www.villacatignano.it



Villa Catignano

Option 2: Siena

Alternatively, if you like to be at the heart of the action, stay at a hotel in the centre of Siena. Here you will find everything from 1* hostels to 5* luxury.

The advantage of staying in Siena is that Friday evening and Sunday morning's programmes will be in the city centre. The disadvantage is that you will need to take the coach back from the ball on Saturday night.

A coach will take participants from Siena to the conference on Saturday morning & back in the afternoon, then to and from the ball on Saturday evening.

If you are looking for options, here's a link to hotels in Siena: [Booking.com](https://www.booking.com)

Transport Recommendations

By Air:

Florence and Pisa Airports are well served by flights from around Europe.

Onward to Siena...:

We recommend that you hire a car.

Siena is easily reached in under 1 hour from Florence, and 1h30m from Pisa. If you are staying at Catignano, there is parking available on site. In Siena there are public car parks, and some hotels offer parking on site.

If you prefer not to hire a car, then there are alternatives:

Train: www.trenitalia.it

From Pisa airport, take the shuttle bus to Pisa Centrale, then a train via Empoli to Siena. The whole journey is about 2 hours.

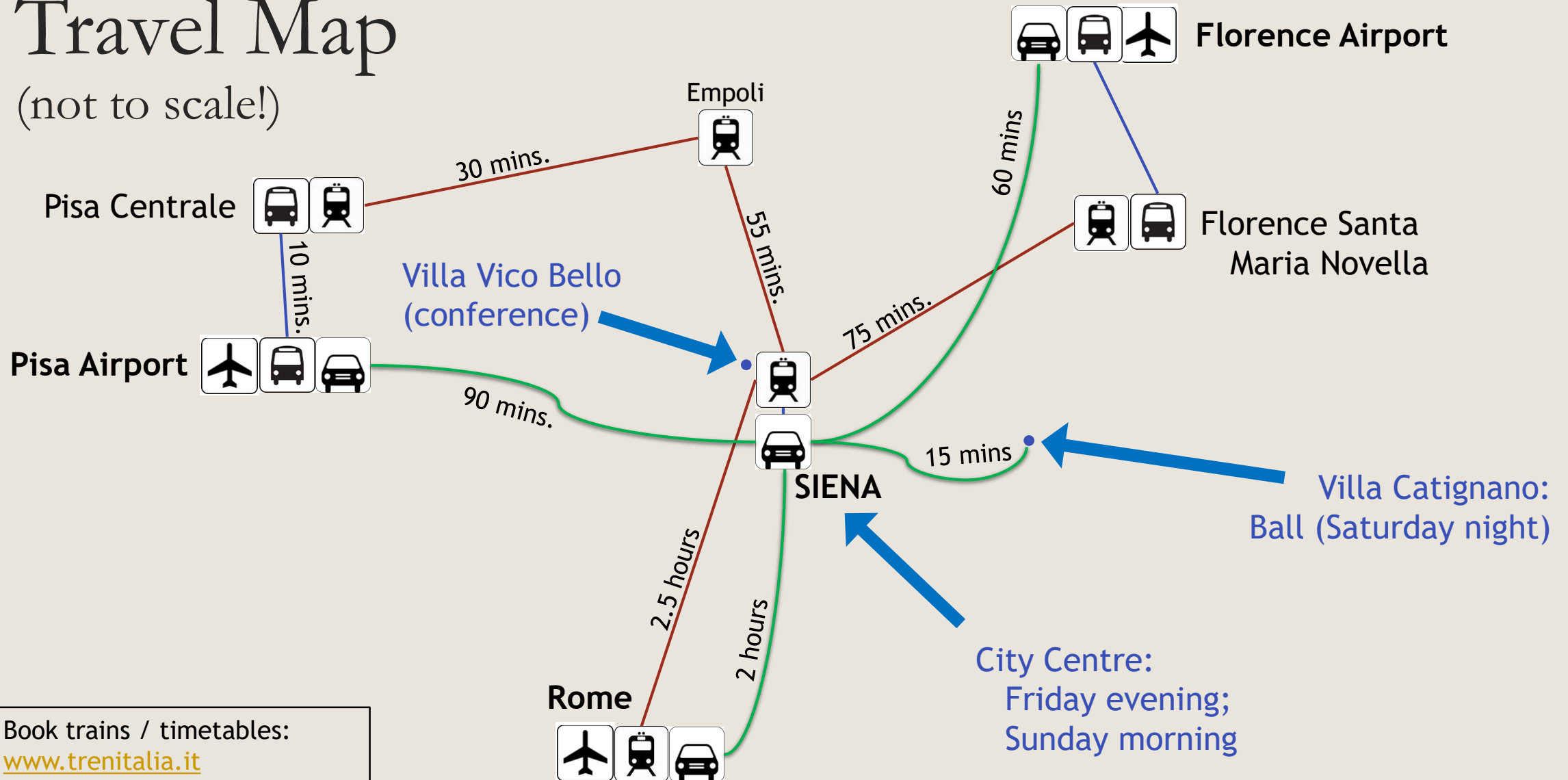
From Florence airport, take a shuttle bus to Florence main station (Santa Maria Novella), then the train to Siena (1h30m).

Bus:

There are buses to Siena (1h15m) from central Florence.

Travel Map

(not to scale!)



Book trains / timetables:

www.trenitalia.it

Reserve your place



Any questions? Contact William:
Email: NextGen@EuropeanHistoricHouses.eu
Telephone: +44 7967 630579

The participation fee for 2017 is €250 per person.

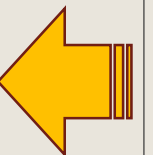
This includes transport during the programme, dinner on Friday and Saturday evenings, lunch on Saturday and Sunday, and most drinks.

Accommodation and travel to and from the programme is the responsibility of the participant.

We are grateful for the generous support of sponsors, who enable us to arrange the conference and programme of visits for a significantly reduced cost to participants.



Register Online:
bit.ly/NextGen2017ConfReg



NextGen'17 - Booking Form

Please scan and return to
William Cartwright-Hignett
NextGen@EuropeanHistoricHouses.eu
by 28 February 2017

Personal Information

Title: _____ Name: _____

Address: _____

Postal Code: _____ Country: _____

Telephone: _____

Email: _____

National Association / Historic Property:

_____ / _____

Other information (e.g. dietary): _____

Accommodation

I will be staying at: _____

Logistics

Arrival Time & Airport/Station : _____

Departure time & Airport/Station : _____

I plan to bring/hire a car to get to Siena

Please pair me with a car-share to / from the airport if possible

Booking

Full participation places: _____ @ €250 = € _____

Full participation includes all visits from Friday to Sunday, conference sessions, coach transfers if required, catering and attendance at the evening ball on Saturday.

Payments are non-refundable except in exceptional circumstances. Payment must be received in advance; reservations are not guaranteed until payment is received.

Remittance should be sent to:

“European Historic Houses Association”

IBAN number: BE57 0014 3313 9735

SWIFT: GEBABEBB

Account Number: 001-4331397-35

Reference: “NG17 [Your Surname]”

(Non-Euro payment? Use www.transferwise.com for cheap CHF/GBP transfers)

Signature: _____ Date: _____

Please note that this programme is provisional, and we reserve the right to change the programme without notice owing to circumstances beyond our control.



We are proud to work with:



EY

Building a better
working world

Bonhams

SO SOWIRE MEDIA

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Dal 1349

ADSI
Associazione Dimore Storiche Italiane
Gruppo Giovani

VILLA *Catignano*


LE VOLTE DI VICO BELLO

