GENERAL GUIDELINES AND INFORMATION FOR ACCREDITED PRESS

**Registration and logistic aspects**
- The access to Villa d’Este will occur only showing the fiscal code, already communicated during the accreditation.
- Registration of accredited journalists will take place at Villa d’Este (Sala Pino) starting at 7:30 am on Friday 1 September 2017 and will continue for the duration of the Forum.
- At the time of accreditation you will be given a yellow badge which, for security reasons, must be worn visibly until the conclusion of the Forum and is strictly personal.
- At the time of accreditation you will also receive a map showing the location of the different sites involved with the Forum, in particular the press room (Sala Pino) and the press conference room (Sala Flavia Podestà – formerly Sala Colonne).
- The press room will be open for the three days of the Forum from 7:30 am. It is equipped with three free wi-fi lines for connection to internet, as well as phones and fax machines. It can be reached at the following direct phone numbers: Landlines: Tel.: 031/341883/ 342319/ 510609/ 510667/ 511616/ 341121. Fax: 031- 3347616/ 512172.
- A coffee station will be available in the press room for the duration of the event, and from 12 until 3 pm a buffet lunch will be served in the Sala Torlonia for the three days of the Forum.
- Documents and informative material about the works will be available in the press room and online.

**Press conferences, contents and interviews**
- The press conference room, located in the main building of Villa d’Este, is equipped with a system for simultaneous translation, available in case of press conferences in languages other than Italian.
- The program of the press conferences is decided after the Forum begins and will be announced in a timely manner in the press room and via text messages to the accredited journalists.
- Any requests for interviews or further discussion with speakers and participants at the Forum shall be made to the Public Relations team of The European House - Ambrosetti and/or to the team of Carlo Bruno & Associati.
- Forum backdrops and logos will be at the disposal of the media in special locations in the common areas of Villa d’Este. All video interviews will have to be made, as far as possible, at the aforementioned locations.
- Some short interviews to speakers and participants will be available on Youtube - AmbrosettiChannel.
- Even this year our Twitter account is online @TEHAmbrosetti (hashtag: #TEHA).

**Rules of access to the Forum and conduct**
- The event will take place behind closed doors in the Sala Impero. Photographers and cameramen may access the Sala Impero solely to shoot pictures of the Forum (no audio). To prevent confusion and overcrowding in the room, access will be regulated by The European House - Ambrosetti team.
- We remind you that this event is a private initiative. We therefore ask the journalists, operators and photographers to comply with the rules of conduct to ensure that the Forum proceeds fruitfully and in a tranquil atmosphere. Any media representatives who exhibit unreasonably aggressive attitudes or potentially harmful to the privacy of the speakers and guests present at the Forum will have their accreditation revoked along with that of the entire team.
- We kindly ask to you full cooperation and attention to your personal belongings. For security reasons, any audio-video material left unattended in the Hotel during the Forum will be confiscated by the Italian Police.
Correctness of information
In order to assure that the information is correct, in the event you wish to cover this initiative, it should be described as

THE EUROPEAN HOUSE - AMBROSETTI FORUM AT VILLA D'ESTE

This is because the Forum is held at Villa d'Este in Cernobbio, but could also be held elsewhere. Additionally, there are many other meetings held at Villa d’Este in Cernobbio in which we are not involved.

Useful links:
- Website www.ambrosetti.eu
- Twitter: @TEHAmbrosetti
- Facebook: The European House-Ambrosetti
- Youtube: AmbrosettiChannel
- Linkedin: The European House-Ambrosetti
- Instagram: The European House-Ambrosetti

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Thank you for your attention and for correctly reporting on an extremely complex, arduous and demanding event.
For security reasons, at the direct request of the Italian Police, once again this year there will be no parking inside the grounds of Villa d’Este.

However, we have reserved a parking area for journalists (underground level of the Villa Erba parking garage – Via Regina, Cernobbio) just minutes away from Villa d’Este via the shuttle bus which will be in continuous operation to make the short run between the parking garage and hotel.