**SENGOR PROJECT 3rd MEETING**

**15.-17.11.2015**

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| **Sunday, 15th November** | |
| **Hotel accommodation:** Hotel Mille Colonnes in leuven (www.hotelmillecolonnes.be)  Martelarenplein 5, 3000 Leuven. Single room: 42,50 euro, breakfast included  Twin room: 65,00 euro, breakfast included  **Getting to Leuven:**   * **from Brussels Airport -** From Brussels Airport Zaventem: the direct rail link gets you to Leuven in only 13 minutes. The airport express train leaves two times per hour at .10 and .45 normally from platform 2 at Brussels Airport. The last airport express train to Leuven leaves at 23:45 from Brussels Airport. You can check the timetables and buy online a ticket here: <http://www.belgianrail.be/jp/sncb-nmbsrouteplanner/query.exe/en> . * **From Leuven train station** to Hotel Mille Colonnes. The Hotel is located opposite the train and bus station of Leuven. | |
| 20:00 | Get-together dinner at Brasserie Kosmopol, Martelarenplein 10, Leuven (Paid by each participant). Those who arrive there are before – meet at 19:00 in the hotel lobby for a beer. |
| **Monday, 16th November** | |
| 09:00-12:00  (Incl. coffee break ~10.30)  12:00-13:00  13:00-15:00  (incl. coffee break at 14:00)  15:00 – 17:30  19:00 | Breakfast in the hotel  **Sengor project partner meeting** at Provinciehuis Leuven, Provincieplein 1, Leuven – meeting room ‘Van Humbeek-Piron’ **– part 1**   * Reporting process feedback and Info on 2nd interim report from EC * Financial situation of the project spending per partner and in total, necessary changes * Report by each of the partners – things and actions done nationally within Sengor project in the period June-Nov 2015 (pls. prepare the PPT for your activities and conclusions! Incl. report on Sengor products in partner’s websites with links, national technical workshops) – 15min each or whatever time is needed. * What we have done all together for test period and how to proceed in future. Please prepare each PPT (or other format) ~15min/each:   A) Analysis or point-of-view why the testing as organised now, did not work out from the organisation point of view: products, testing period, timing, promotion efforts, pricing, services included (or not included but  necessary), materials used, distribution of the card, brochure, adds, links .... Special attention should be given to find out if the model of a guest card plus associated benefits AS SUCH did fail, or if it did not work due to other reasons such as timing or season.  B) survey the persons that initially expressed interest in NL  (and maybe NO) but then in the end, did not use the offers: What was  interesting at the beginning; Where did they find problems; Why did they  NOT use it in the end; Did they chose another holiday in the same period to some other place and for what reason.  c) inform on main activities what you have done on Sengor project in your country (May-Nov 2015).  Lunch (covered by host partner)  **Meeting part 2**   * Specific website presenting senior products (in EN, FR, DE) - Website with public access by Eurogites – Klaus presents * Integration in STEEP platform, and third-party – Klaus info * 4th project meeting date and place, joined seminar with 4 Senior projects 3.-5.02.2016 in Florence, Italy- Klaus info   Walking guided tour in Leuven  Meet for common dinner at Restaurant Zarza, Bondgenotenlaan 92, Leuven (covered by host partner – thank you!!!) |
| **Tuesday, 17th November** | |
| 9:00 – 12:00  12:30 | **Breakfast**  **Meeting Part 3** at Provinciehuis Leuven, Provincieplein 1, Leuven – meeting room ‘Hertog Jan I’   * Next tasks as per project gant-chart:   + Evaluation and update of the research analyses doc, co-decision about criteria   + Update on Guidelines for a “Senior-friendly” accreditation “Seniors Go Rural”   + Brochure “Rural Tourism for Seniors – A new opportunity for business” - four languages, Electronic printable files, available for download   + Product brochure “Rural Tourism for Seniors in countries of Europe”   + Update on Complementary criteria and agreements   + Creation of regional or national products for Seniors per partner   + Evaluation of pilot implementation – test period results   + Promotion and Marketing per partner   + Website for Seniors Go Rural   + Integration in STEEP platform   + Integration in websites of all partners   + Production of dissemination material in electronic and printed format   + Eurogites GA, International seminar on senior rural tourism   Lunch at Restaurant De Klimop, Martelarenplein 5, Leuven (paid by each participant) |