

PRELIMINARY AGENDA PARALLEL EVENTS ORGANISED BY THE WORTH PARTNERSHIP PROJECT AT THE MILAN DESIGN WEEK 2025

The workshops presented below will be at the **Holiday Inn Milan - Garibaldi Station**, [Via Ugo Bassi, 1A, 20159 Milano](https://www.holidayinn.com/italy/milan-garibaldi-station), only a 10-minute walk from the stand.

7 April	8 April	9 April	10 April	11 April	12 April	13 April	14 April
STAND SET UP	EXHIBITION 10 AM to 6 PM	EXHIBITION 10 AM to 6 PM	EXHIBITION 10 AM to 6 PM	EXHIBITION 10 AM to 6 PM	EXHIBITION 10 AM to 6 PM	EXHIBITION 10 AM to 6 PM	DISMANTLING from 1 PM to 8 PM
	Opening event at the stand 5 PM to 7 PM	<p>4:30 PM to 6:30 PM</p> <p>“Crafting your brand and your story” by Marcella Echevarria, founder of XTANT, a specialist in branding and sustainability. Steering Board and Mentor in WORTH Partnership Project.</p> <p>Workshop for 3rd call winning partners to work on their brand strategy and communication. This workshop will be an interactive and networking activity where the partners will be able to present their work on the following topics:</p> <ul style="list-style-type: none"> - Crafting your brands - Crafting your story - Crafting your product - Sustain your brand. <p>Venue: <u>Holiday Inn Milan - Garibaldi Station</u></p>		<p>3:30 PM to 4:30 PM</p> <p>Workshop: “How to launch and run a successful crowdfunding campaign” by Niko Klansek Niko is a founding member of Kenmare DAO, an investment fund specializing in early-stage Web3 and blockchain projects. Mentor in the WORTH Partnership Project</p> <p>Venue: <u>Holiday Inn Milan - Garibaldi Station</u></p>			