

# MR &

# COURSE ON STYLE, MARKETING, AND TECHNOLOGY OF FERRARI



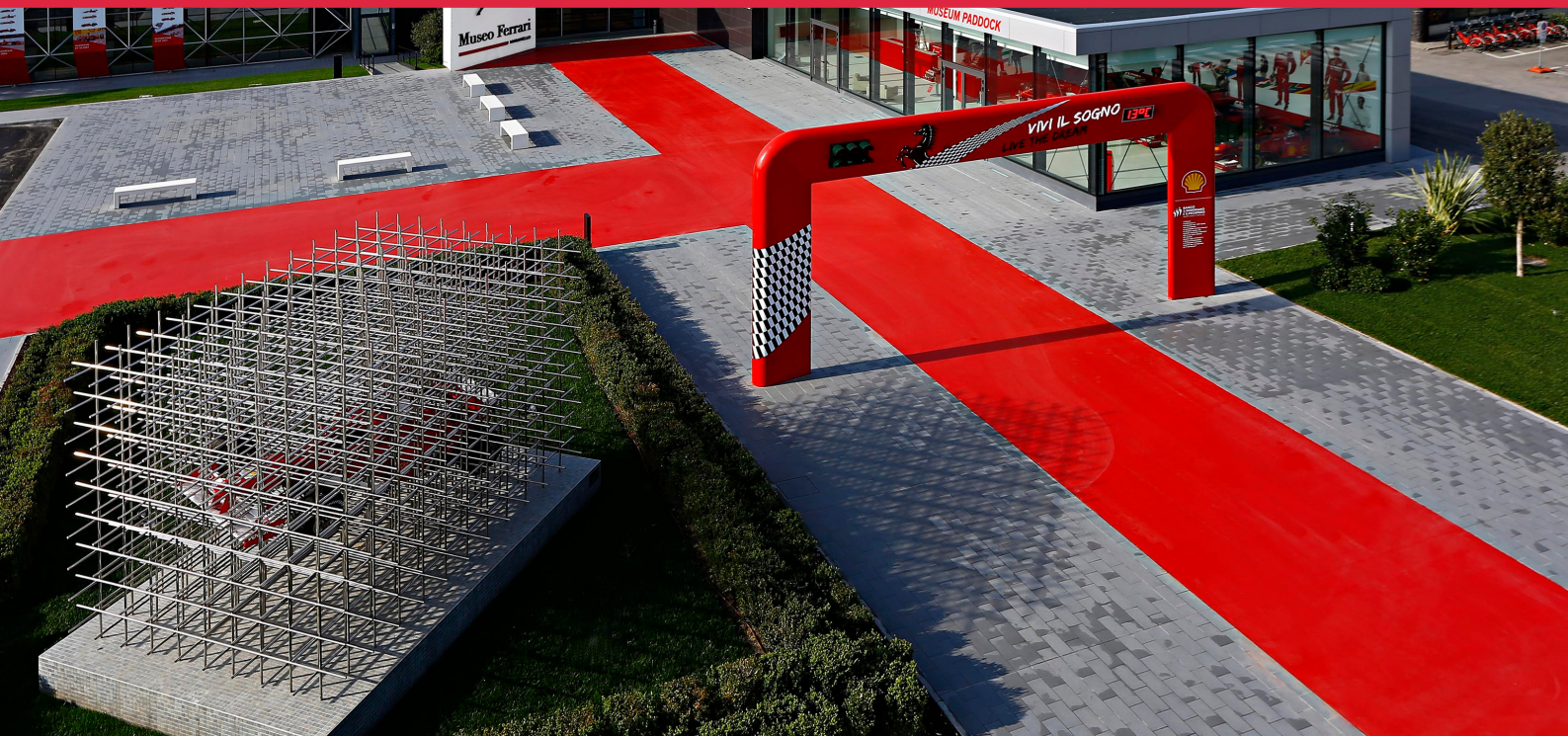
**Inside  
Ferrari  
Museums**

# FERRARI: THE STATE OF THE ART

MARANELLO/MODENA, 30 JULY -4 AUGUST, 2017



# STYLE, MARKETING



## The Program

Immerse yourself in the Ferrari story past and present, and top off the experience with a bit of time travel to the future too. This course offers you the possibility to learn the strategies of the world's most popular sportive brand inside the facilities of Ferrari Museums in Modena, Zamalek allows you to learn Ferrari Marketing and Communication strategies.

The participants will also enjoy exclusive tours of Ferrari Museums, Circuit and F1 Pit Stop experiences with a real F1 car. Last but not last, you will work as team in elaborating your own marketing and communication strategies. Can you really wait to join us in this amazing course?

## FAQ's

### CAN I DRIVE A FERRARI?

Yes, there is an optional test drive with sportive car. This service is provided by an independent company. Please, don't forget that everybody will have the opportunity to do a Formula 1 Pit Stop!

### CAN I COME WITH THE FAMILY?

Yes, we have special conditions for families, small groups and parents with children.

### WHAT ARE THE PREREQUISITES?

At least intermediate proficiency of English is mandatory.



# AND TECHNOLOGY



## The Schedule

31 July

Lecture: Origins of the Myth, tour of Circuit

1 August

Lecture: Style & Design of Ferrari, tour of Enzo Ferrari Museum

2 August

Lecture: Dynamics of Ferrari, tour of Engines Gallery

3 August

Lecture: Ferrari Marketing Model, tour of Maranello Museum and F1 Pit Stop

4 August

Lecture: Ferrari Producing Processes

What does it include?

### B&B ACCOMMODATION

Different solutions are available

### TRANSFER FROM/TO AIRPORTS

Transfers to/from the hotel on arrival and departure days are organized on demand.

### VISA INVITATION

Letter of visa invitation is provided to all students..

### TRANSPORTATION AND TICKETS

Yes. Tickets of Ferrari Museums are included.



# *Join us now!*

Contact us:

[info@train2tomorrow.net](mailto:info@train2tomorrow.net)



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TUITION FEE: € 400

QUOTATIONS OF ACCOMMODATION, TRANSFERS AND  
OPTIONAL TEST DRIVES ARE AVAILABLE ON DEMAND.

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