



International Federation  
of Finance Museums

MdR  
MUSEO DEL RISPARMIO



BANCA D'ITALIA  
EUROSISTEMA



# IFFM OPEN MEETING

## ONLINE

› **SEPTEMBER 21, 2023**  
**5 P.M. – 6 P.M. BRUSSELS TIME**  
(3 P.M. – 4 P.M. UTC COORDINATED UNIVERSAL TIME)

**17:00** INTRODUCTION TO THE THEME

**17:10** OPEN DISCUSSION ON PROMOTIONAL MARKETING STRATEGIES FOR MUSEUMS  
A FOCUS ON FINANCE MUSEUMS AND WOMEN

**18:00** Close

REGISTRATION IS MANDATORY BY FILLING IN THIS FORM: [bit.ly/IFFMopensession2023](https://bit.ly/IFFMopensession2023)

Attendance confirmation will be sent by 20 September using the e-mail address provided on the registration form.