



MAIN HOTEL, DINNER & MIM CONFERENCE LOCATION



Enterprise Hotel
Corso Sempione 91
20149 Milan

TOTAL TV MEASUREMENT SESSION MEETING LOCATION



Rai Pubblicità offices
Corso Sempione 73
20145 Milan

SUMMARY OF EVENTS (for more details, please refer to the agendas)

WEDNESDAY, 1 MARCH

13:15	Welcome coffee
14:00 - 18:00	<p>Total TV Measurement Session - upon registration ONLY Rai Pubblicità offices 8th floor meeting room (see details above) <i>Note: security check at the entrance, make sure to have ID along</i></p> <p>Cocktail & networking dinner at Enterprise Hotel - upon registration ONLY UNTIL 20 FEBRUARY (please contact Cécile)</p> <ul style="list-style-type: none"> • Cocktail (in Event Plaza – ground floor) • followed by 3-course dinner (drinks included) at Sophia's Restaurant (1st floor) <p>Amount: 76€ PayPal commission included - Please pay via PayPal here (with PayPal account or with credit card) or let Cécile know if you prefer an invoice for wire payment (73€)</p> <p><i>egta had to prebook the space therefore any cancellation cannot be reimbursed - Please inform the team if you have any food restrictions.</i></p>
19:15	

THURSDAY, 2 MARCH

08:45 - 16:30	<p>Market Intelligence Meeting Enterprise Hotel (see details above)</p> <ul style="list-style-type: none"> • TV session – Room Venere 1 & 2 (ground floor) • Radio session – Room Mercurio 1 & 2 (ground floor) <p><i>Out of respect for the first and last speakers, please plan to be on time and to stay until the end of the conference.</i></p>
---------------	---

ON-SITE TRANSPORTATION

TAXI

Recommended taxis companies are [Radio Taxi](#): (local phone numbers: 02 8585 or 02 6767) & Etaxi (local phone number: 02 5353)

From Milano Linate airport (easiest to reach):
approximately 30 min (11 km)
COST: around 37€

From Milano Malpensa airport:
approximately 35 min (45km)
COST: around 104€

From Milano Bergamo Airport:
approximately 42 min (53km)
COST: around 116€

PUBLIC TRANSPORT

From Milano Linate airport:

Take bus 73 direction Duomo M1 M3 get off at Corso Porta Vittoria then take tram 19 direction Piazza Castelli and get off at Corso Sempione Via E. Filiberto. Then walk to location.

The trip takes approximately 66 minutes.

One-way ticket: 2.20€ [more info here](#)

**From Milano Malpensa airport:**

Take train from T1 station direction Milano Centrale and get off at Milano Bovisa Politecnico then take connecting train direction Milano Cadorna and get off at Milano Domodossola. Then walk to location.

The trip takes approximately 49 minutes.

Train cost: One-way: 13.00€ [more info here](#)

From Bergamo airport:

Take Terravision bus to Milano Central station then take bus 91 direction Lotto (Fieramilanocity) M1 M5 and get off at V.le Certosa V.le Serra. Then walk to location.

The trip takes approximately 103 minutes.

Terravision bus transfer: One-way: 10.00€ [more info here](#) – Milan bus ticket one-way: 2.20€ [more info here](#)

BY CAR

Parking Sempione: Via Corleone 16 (500m from the hotel).

Since October 2022, Euro 2, 4 & 5 diesel vehicles will not be able to circulate within the Milan Area B; this limitation is valid from Monday to Friday, excluding holidays, from 7.30 to 19.30. More info [here](#)

IN CASE OF EMERGENCY

TV Audience Measurement Experts' Session meeting: Anders Rune: +32 476 91 61 57

MIM TV session: Ugne Matriciano +32 471 28 28 00

MIM Radio session: Katerina Borovska +32 485 89 59 59 Ania Lara - +32 488 25 46 04

COVID REGULATIONS (09/02/2023 – might evolve)

There are no longer any specific recommendations in connection with entry (except from China), **More info** [here](#)

If you need to get tested before going home:

You can get tested close to the hotel/conference location at Lafarmacia.Procaccini

Address: Via Giulio Cesare Procaccini, 28, 20154 Milano

MAP

https://www.google.com/maps/d/viewer?mid=1q_NkRGXZY3FW41m2TzpZ5aLQ8CQ9ubU&ll=45.485182100000024%2C9.159151100000003&z=10