



**TRUE**  
**PUGLIA**

# Official Agenda 2023

## OCTOBER 01ST

### Icebreaker party

**h10.00 - h14.00**

Palazzo Guido (Lecce)

Register yourself to TRUE and get to know all delegates.

Cocktails, music and food in the heart of Baroque art.

Dress code: Cocktail

### Opening Party

**h18.30 - h22.00**

Palazzo BN (Lecce)

Let's get kick off this edition of TRUE with a great party.

Iconic Italian food, great wines from Tormaresca and lots of entertainment.

Dress code: Evening Cocktail

## OCTOBER 02ND

### Morning Experience (buyers & media only) **h08:30 - h09:30**

Crafted by Southern Visions Travel

### Networking Day | 1to1 meetings

**h10.30 - h13.30**

Naturalis Bio Resort (Martano)

Enjoy your 20-minute meetings agenda and discover the set of unique experiences we have created for you.

Dress code: Country chic

### Networking Day | Social Lunch

**h13.30 - h14.45**

Naturalis Bio Resort (Martano)

A truly authentic from-garden-to-table lunch dedicated to Puglia farming traditions, great wines from Tormaresca, local music and entertainment.

### Networking Day | TrueTalk

**h14.45 - h15.30**

Naturalis Bio Resort (Martano)

A moment dedicated to sharing views on the latest travel trends and opportunity that can be created within our community.

### Afternoon Experience (buyers & media only) **h16:00 - h17:30**

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**Puglia Night**

**h19.00 - h22.00**

Palazzo Luce (Lecce)

The celebration of Puglia in one of Lecce's most fascinating palaces.

Art, fashion, gastronomy, music, the TRUE Puglia night will be a unique moment to create new long lasting relationships.

Dress Code: Evening Cocktail

**After dinner drinks**

**h22.00 - h00.30**

Bistrot Sant'Anna (Lecce)

For those who would love to keep networking and have one last glass of Prosecco.

## **OCTOBER 03RD**

**Morning Experience (buyers & media only)**

**h08:30 - h09:30**

Crafted by Southern Visions Travel

**Networking Day | 1to1 meetings**

**h10.30 - h13.30**

Chiostro dei Domenicani (Lecce)

Enjoy your 20-minute meetings agenda and discover the set of unique experiences we have created for you.

Dress code: Country chic

**Networking Day | Social Lunch**

**h13.30 - h14.45**

Chiostro dei Domenicani (Lecce)

A lunch experience in the historic cloister, authentic recipes, Aperol Spritz stand, great wines from Tormaresca, local music and entertainment.

**Networking Day | TrueTalk**

**h14.45 - h15.30**

Chiostro dei Domenicani (Lecce)

A moment dedicated to sharing views on the latest travel trends and opportunity that can be created within our community.

**Afternoon Experience (buyers & media only)**

**h16:00 - h17:30**

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## Official Agenda 2023

Farewell Gala Dinner & After Party

h19.00 - till late

Tenuta Luca Giovanni (Maglie)

Let's celebrate together the closing night of TRUE PUGLIA with a great evening filled with positive energy, amazing food and wines, surprises, music and much more. After dinner is time to dance!

Dress Code: Formal | Black Tie

### OCTOBER 04TH

Check out and transfer to Airports

all day

Departure to TRUE POST FAM

h10.30

Buyers and Media only.

*Grazie*

From the Team

