



Comune di  
**Milano**

***Yesmilano***



# To whom are we talking to...



## EXPECTATIONS

- Clarity
- Capability to listen and dialogue
- Simplification of digital services

# What are they looking for...



**SERVICES**

**PARTICIPATION**

**INFORMATION ON  
THE CITY  
ATTRACTIVENESS**

# The opportunity

**DEVELOP A  
DIALOGUE  
STRATEGY IN LINE  
WITH THE NEEDS  
OF OUR USERS**

**NEW WEBSITE  
FOCUSED ON  
SERVICES**



**THE DISTRICT  
DEVELOPMENT PLAN  
TO INVOLVE CITIZENS**

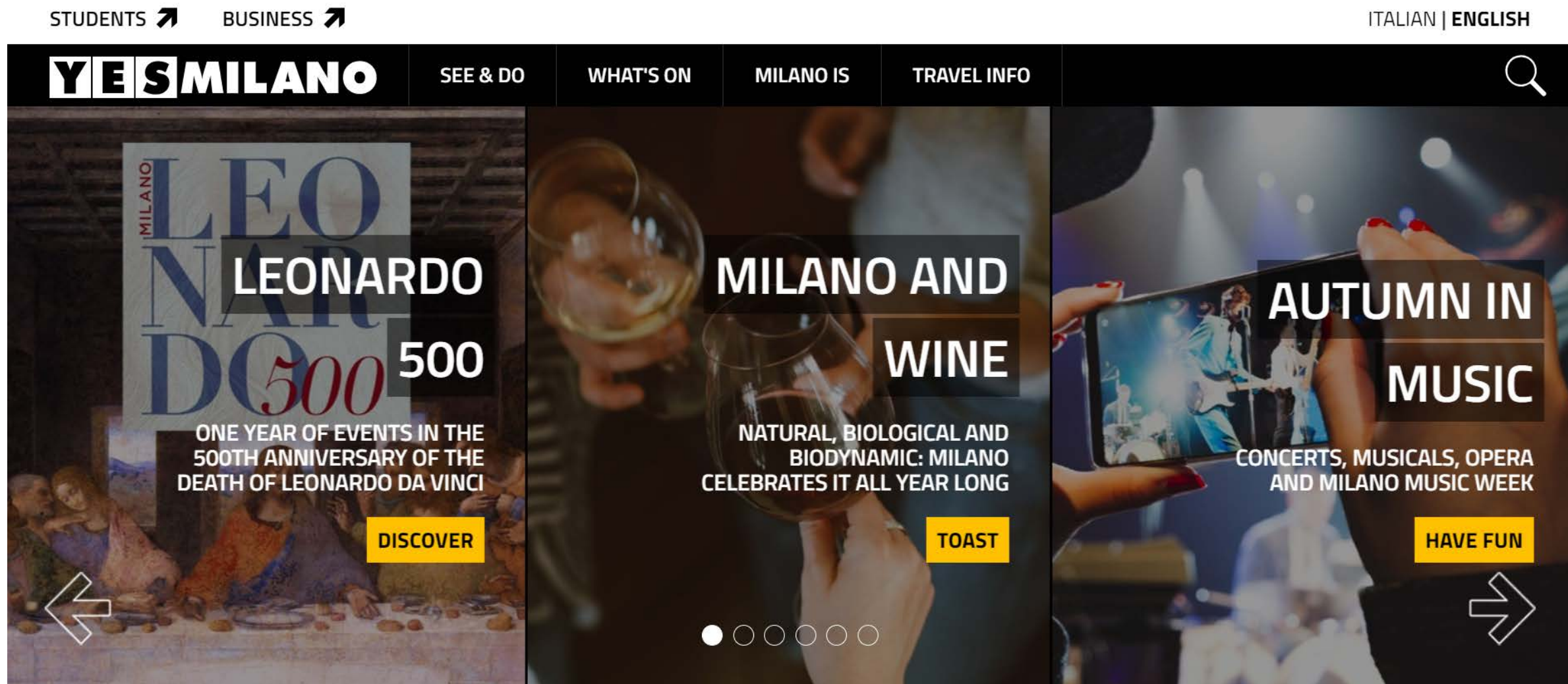


**Piano  
Quartieri**  
Costruiamo insieme il futuro  
della nostra città

**NEW WEBSITE  
FOCUSED ON  
STORYTELLING  
ABOUT THE CITY**



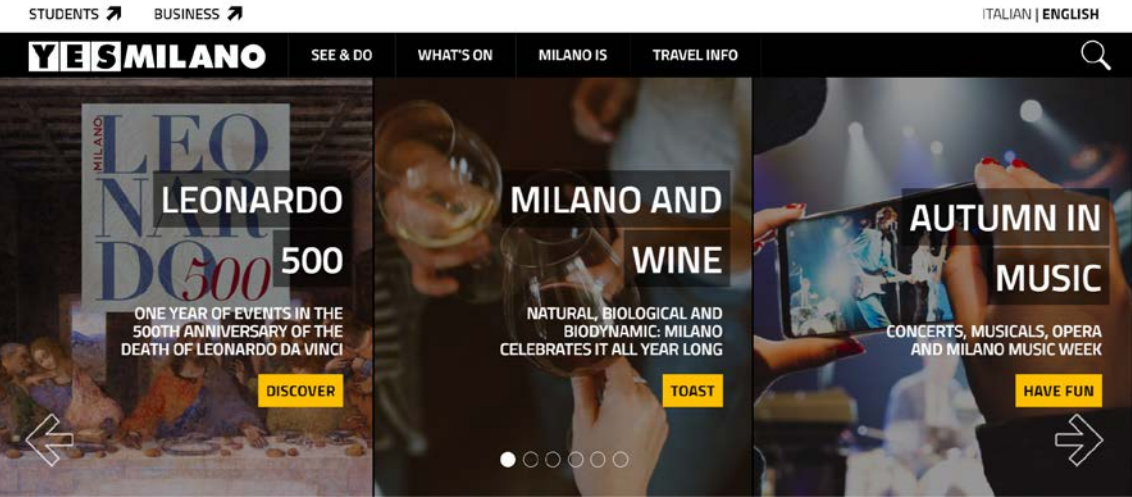
# The new website – [yesmilano.it](https://yesmilano.it)



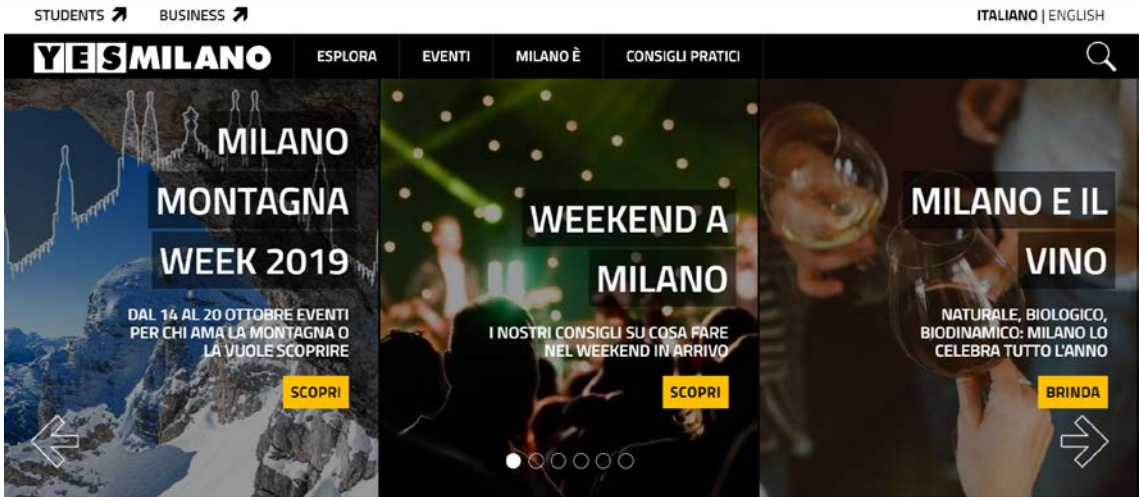


# Language approach: specific content for each target

## International



## Italian and Local



## Dedicated platforms and Cultural Mediation

### Tencent collaborates with YESMILANO to boost Milan tourism from China

SHANGHAI, Oct. 17, 2019 /PRNewswire/ -- Tencent Holdings Limited ("Tencent"), a leading provider of internet value added services in China, today announced its collaboration with YESMILANO, the official promotional agency of Milan, to launch a WeChat Official Account along with a Mini Program to solidify Milan's status as a must-visit European destination for Chinese tourists.

