

Experiences › Italy › 4 days › Milan and Sorrento

EXPERIENCE

Who comes next

Four days on a single question: how a company is handed over to whoever comes next. It is the question most members of a student association of young entrepreneurs take home, because many are already living it from the inside.

Fact sheet

01

DAYS	4
CITIES	Milan and Sorrento
RECOMMENDED SEASON	April to June and September to October
GROUP	15 to 20 participants
LANGUAGE OF THE VISITS	Italian in Milan; English available at the Sorrento site, confirmed on booking
SCHENGEN DAYS USED	4 out of 90, counting the day of entry and the day of exit
PRICE	Quotation on request

→ **Request a quotation · Download the itinerary in PDF**

In the quotation we write which sites are confirmed and which are being confirmed, one by one.

Itinerary day by day

02

Day 1 — Milan. One family, one product, two centuries

In the morning, Collezione Branca, on via Resegone. It is the distillery's museum inside the distillery: stills, barrels, ledgers, and a family that held the same company together through market shifts, wars and regulations. You work on the mechanism of the handover, not on the anecdote.

In the afternoon, a two-hour working session. Each team writes the map of a succession: who decides, who inherits, who leaves, what is done with whoever leaves.

Day 2 — Transfer and opening of the Sorrento module

In the morning, transfer to the Sorrento coast.

In the afternoon, the Sant'Anna Institute, Sorrento. It is a site that has received foreign university programs on family business for years: classrooms, teachers and an established practice in hosting groups. The opening session compares the previous day's Milanese case with the fabric of small family companies in the south.

Day 3 — Sorrento. The real work

A day of guided work at the Sant'Anna Institute, in two blocks of three hours. The material is real, already documented succession cases; the product of the day is a written handover plan, with dates and people responsible.

Day 4 — Presentation and closing

In the morning, each team presents its plan to the others and defends it.

In the afternoon, closing and handover of the certificate.

What you visit

Place	What it is	Status
Collezione Branca, Milan	Company museum inside a working distillery	On request
Sant'Anna Institute, Sorrento	Academic site hosting foreign university programs, with classrooms and teachers	On request

What this experience does not include today, and we write it ourselves

04

The surroundings that would complete this route are **three small southern family companies visited at home**: a cheese dairy, a winery, a family restaurant. Today we have no open booking channels with any of the three types of business, so **we do not promise them and they are not in the price**. This experience, today, is built on two confirmable sites and a structured piece of classroom work, and that is what we sell. When a door opens, this page changes and says so with the date.

What is included and what is not

05

Included: admissions and visits to the confirmed sites, the booking and coordination with whoever receives the group, the use of the classrooms, the guided working sessions totalling eleven hours, the materials, one person from the Istituto with the group throughout the experience and the certificate of participation in the experience.

Not included: flight, transfers to and from the airport, the Milan-Sorrento transfer, lodging, meals, local transport, personal travel insurance.

The season, and why

06

You travel **from April to June and from September to October**.

From January to March it is not sold: the Sorrento coast works at a minimum in winter and the coast road is exposed to the same risks we write about on the Amalfi Coast page. **August is out:** it is the month when the coast is full of tourists, transfers stretch and lodging costs twice as much.

The reason, month by month, is on the **Seasons** page.

Logistics and capacity

07

The transfer between Milan and Sorrento takes half a day and is done by train to Naples plus road transport. It is the only long transfer of the four days and it is declared as such in the program: there is no visit scheduled on the morning of that day.

The recommended group is **15 people**: it is the size that reaches the group rates without going over the access limits of the visits, which at these sites go up to 25. Above 20 the classroom work loses the discussion part, which is the value of the day, and the cost per person does not go down.

Cover

08

The program includes an accident and public liability policy for the whole stay. The sums insured, the insurer and the policy number are published once it is taken out and are attached to the contract; until then they can be requested in writing, with an answer within two working days.

Do you want it to count as training, with a certificate? This is the experience in the catalog that most resembles a classroom program, and it can be built into an Istituto program with hours, a piece of work to deliver and a certificate of attendance.

→ **For groups**

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