

AGENDA

of the workshop „Making guidelines for new narratives and storytelling”

08.04.2010; 9:00 – 17:00 and 09.04.2010; 9:00 – 14.00

Valmiera , hotel *Wolmar*

Aims of the workshop:

- To develop knowledge and skills for creation of place-based narratives.
- To analyse examples of branding / place promotion by partners.
- To identify actions to be taken by partners to create new narratives.
- To test out draft guidelines.

Wednesday ,April 7 – Arrival.

19.00 Dinner at the hotel *Wolmar* restaurant.

Day 1 – Thursday , April 8		
9:00	Welcome and aims of the workshop. Outline of the activities and expected deliveries from WP 4 By Project Manager, Bjørn Frode Moen	Conference room Tālava
9.20	Expectations from partners. Talk in plenary by PP	
Session 1: WHAT are new narratives all about and how can they help regional branding ?		
9.40	Place marketing and regional branding – what to do and what not to do By Polish expert Piotr Dzik	
10.10	What is your current brand? Exercise /Discussion in groups / Feedback Facilitator Prof. Cliff Hague	
10.45	Coffee break	
11.15	What kind of places are in TiF? What are the narratives of change and development in the Baltic Sea Region? Presentation looking at partners in a wider context of change: growth of services and new urban-rural relations. Facilitator Prof. Cliff Hague	

