



Draft 20.2.2015  
Irene Pendolin

## **“Communicating about Baltic Sea Region Cooperation” (draft title)**

### **UBC Communications Seminar 15–16 April 2015, Turku**

#### **When & Where**

- ✓ 15–16 April 2015, Turku
- ✓ Place: Scandic Hotel Julia, Turku (preliminary booking confirmed)
- ✓ Wednesday 15 April: lunch + afternoon session, approx. 11.30–17
- ✓ Thursday 16 April: whole day session with morning coffee, lunch and afternoon coffee, approx. 9–16.
- ✓ Evening activities: buffet dinner and socialising 15 April (venue: tbc)

#### **Topics**

- ✓ Presenting and discussing ideas and plans for developing UBC Communications and marketing, both internal and external communications.
- ✓ As concrete topics/sessions as possible and staying in line with UBC Communications Strategy.
- ✓ Charting the situation of city networks in the Baltic Sea Region – development and trends.
- ✓ Charting ways in which member cities, commissions and UBC stakeholders conduct their (international) communications and marketing: tools, challenges, achievements.

#### **Principles and preliminary programme**

The seminar will be held in workshop format.

Participants will receive a questionnaire before the seminar on the ways in which they conduct international communications and marketing and other topics that are then discussed at the seminar.

The seminar will be recorded on video and broadcasted as a webinar, if possible.

#### **Wednesday 15 April, approx. 11.30–17**

*General topics and discussion, with focus on UBC.*

- ✓ Lunch and opening of the seminar: Jarkko Virtanen, UBC Vice President, Vice Mayor of Turku.
- ✓ Cooperation in the Baltic Sea Region and in City Networks, speaker(s) tbc.
- ✓ Case example on developing external communications: HELCOM, invited speaker Ms. Johanna Laurila (tbc)

#### **Thursday 16 April, approx. 9–16**

*Focus will be on concrete matters of UBC communications as well as developing communication between different UBC actors.*

- ✓ UBC external communications: [www.ubc.net](http://www.ubc.net), Baltic Cities Bulletin, etc.
- ✓ UBC internal communications: strengthening the communication between UBC administration, member cities and commissions – principles and tools
- ✓ Social media
  - Case example on developing communications. Invited speaker: social media expert specialising in unions and similar organisations (tbc).



### **After the seminar**

- ✓ Materials and notes (and video) from the seminar will be made available for commenting to the member cities and commissions.
- ✓ 10–12 June 2015 Dolina Charlotty: Follow-up meeting after the Communications Seminar with a smaller group at UBC's Executive Board meeting.
- ✓ October 27–30 2015, UBC General Conference: follow-up seminar/workshops on UBC communications.

### **Participants**

*The Seminar will be open to all and focus on concrete topics of UBC development, including the new commissions.*

- ✓ Max. 30–50 people (preliminary reservations made for 30)
- ✓ One or more representatives from each new commission + others in commissions who are interested in communications and its development.
- ✓ Member cities' communications experts (nominated by the cities themselves) and other city representatives who are interested in communications and its development.
- ✓ Other stakeholders: CBSS, BSSSC, BDF

### **Costs & Budget**

- ✓ Travelling and accommodation costs need to be covered by the participants themselves. UBC/City of Turku will provide the meeting space as well as meals during the meetings.
- ✓ Scandic Hotel Julia meeting costs: 2 098 € (includes VAT) for 30 persons, including meeting room and meals (15 April half day, 16 April whole day).
- ✓ Dinner/evening activities, costs approx. 30 €/person, altogether 900 €.
- ➔ Total cost: approx. 3 000 €
- ➔ These estimated meeting and dinner costs will be divided in half between UBC and City of Turku. City of Turku will cover meeting and dinner costs up to 1 500 €.
- ➔ The cost for UBC will therefore be approx. 1 500 € + possible travelling and accommodation expenses that might be reimbursed to cities/commissions (by application only) as well as invited speakers' fees.