



“Communicating about Baltic Sea Region Cooperation” UBC Communications Seminar 15–16 April 2015, Turku

Venue: [Forum Marinum maritime centre](#), Seminar Room, 2nd floor
Address: [Linnankatu 72](#), 20100 Turku. Tel. +358 2 267 9511

Wednesday 15 April, 11.30–17

General topics and discussion, with focus on UBC

- ✓ 10.45–11.30 Registration. Forum Marinum, Seminar Room, 2nd floor
- ✓ 11.30–12.30 Lunch and opening of the seminar – Jarkko Virtanen, UBC Vice President, Vice Mayor of Turku. Forum Marinum, restaurant Daphne, 1st floor
- ✓ 12.30–12.35 Greetings from the Secretary General – Paweł Żaboklicki, UBC Secretary General. Forum Marinum, Seminar Room, 2nd floor
- ✓ 12.35–13.00 City of Turku Communications and Marketing – Saara Malila, Communications Director
- ✓ 13.00–14.15 Theme 1: UBC and its role in the Baltic Sea Region cooperation
Introduction + panel discussion
 - Introduction: Mikko Lohikoski, UBC Strategy Coordinator
 - Representatives from UBC Member Cities, Commissions and partners
- ✓ 14.15–14.30 Coffee break
- ✓ 14.30–15.45 Theme 2: HELCOM – a case example on developing external communications
 - Invited speaker: Johanna Laurila/HELCOM
 - Discussion
- ✓ 15.45–16.45 Theme 3: Attracting the media
 - Subthemes:
 - Media in 2015 – currents and trends
 - How to get the media interested in your messages
 - Invited speaker: Ari Welling/Yle (Finnish broadcasting company)
 - Discussion
- ✓ 16.45–17.00 Summary and closing of the seminar day: Irene Pendolin, UBC Communications Manager

Get-together 19.30–22, restaurant & pub [Koulu](#). Wecksell room, 2nd floor
Address: [Eerikinkatu 18](#), 20100 Turku. Tel. +358 2 274 5757

Thursday 16 April, 9–16

Focus will be on concrete matters of UBC communications, developing communication between different UBC actors and a special case example on social media.

- ✓ 9.00–9.05 Welcome to Seminar Day 2: Irene Pendolin, UBC Communications Manager. Forum Marinum, Seminar Room, 2nd floor



- ✓ 9.05–11.30 Theme 4: Social media as a tool for getting our messages known
Introduction + discussion
 - Invited speaker: CEO Minna Valtari/Someco (www.someco.fi)
 - Developing communications in social media, with focus on UBC
 - Coffee will be served during this session at 10.15

- ✓ 11.30–12.45 Workshop 1: Developing UBC's external communications
Introduction + discussing and brainstorming together with Member Cities' and Commissions' representatives
 - Subthemes:
 - Tools, messages and channels in external communications
 - UBC website (www.ubc.net) and Commissions' websites
 - Baltic Cities Bulletin and other print and promotional materials

- ✓ 12.45–14 Lunch at restaurant Daphe/Forum Marinum maritime centre. Possibility to visit Forum Marinum maritime museum

- ✓ 14–15.45 Workshop 2: Developing UBC's internal communications
Introduction + discussing and brainstorming together with Member Cities' and Commissions' representatives.
 - Subthemes:
 - How can Member Cities get the most out of UBC
 - Tools, messages and channels in internal communications
 - Strengthening the communication between UBC actors: administration, Member Cities and Commissions
 - Coffee will be served during this session at 14.00

- ✓ 15.45–16 Closing of the seminar – See you again in UBC General Conference in Gdynia 27–30 October!