



UBC Communications Network

What

- ✓ Established in January 2015, alongside with the renewal process of UBC commissions
- ✓ Coordinated by Irene Pendolin, UBC's Communications Manager
- ✓ Consists at the moment of 37 cities' communications representatives (see list of members in Excel) and UBC commissions' Communications Officers.
- ✓ More member cities are encouraged to nominate their representatives.

Why

- ✓ Although UBC has a contact person in each member city, they are most often specialists in other fields than communications and marketing.
- ✓ In many cities, many of the key actors (including city communications experts) are not aware of the city's membership in UBC, what their city does and has achieved in UBC and what the benefits of being a UBC member city are.
- ✓ In today's rapidly changing communicational world, it is beneficial to have an international network of communications specialists in the Baltic Sea Region who can share their experiences and expertise.

Aims

- ✓ Improve communication between UBC and its member cities so that we can utilise all the potential and benefit that we can have of the cooperation within UBC and its member cities.
- ✓ Share best practices and tools and provide a network for consultation and cooperation.
- ✓ Make sure that the UBC member cities are able to receive the best benefit out of their membership, also in terms of communications and marketing.
- ✓ Each city can contribute to the Network with the resources and time that they are able to.

Plans

- ✓ UBC Communications Seminar 15–16 April 2015 in Turku
 - 1st meeting of Network members
 - Establishing the work and planning cooperation, tools and activities for 2015 and beyond
- ✓ Follow-up seminar/workshop in Dolina Charlotty, Poland, 10–12 June 2015
 - In conjunction with UBC Executive Board meeting in Dolina Charlotty 10–14 June 2015 <http://www.ubc.net/documentation,58,3390.html>
- ✓ UBC's XIII General Conference 27–30 October 2015, Gdynia, Poland
 - Communications seminar/workshop will be part of the programme
 - In the General Conference, we aim to (among other things):
 - Attract a wide participation from the UBC member cities, commissions and stakeholders
 - Introduce the new UBC commissions to UBC members and stakeholders
 - Attract media participation and interest to the conference in the Baltic Sea Region.

Contact

- ✓ In all questions concerning UBC Communications Network you can contact UBC's Communications Manager Irene Pendolin, irene.pendolin@ubc.net / +358 40 848 6242
- ✓ For contact details of members of UBC's Communications Network, please see <http://www.ubc.net/organisation,18,3120.html>