



Communicating about Baltic Sea Region Cooperation

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

#ubcturku

Live streaming: <https://www.youtube.com/user/ubcenvcom>



UBC Communications Seminar 1

15–16 April 2015, Turku

- **Target audiences**

- Member cities' communications experts and other city representatives interested in communications.
- Representative(s) from each new commission and others in commissions interested in communications.

- **Aims**

- Together address and advance specific UBC communications issues
- Integrate members of the new UBC Communications Network and UBC member cities into UBC functions and communications
→ cooperation in communications that benefits both the member cities and UBC as an organisation.
- Improve UBC's overall communications: connecting with each other inside and outside the organisation



UBC Communications Seminar 2

15–16 April 2015, Turku

- **Wednesday 15 April**

General topics and discussion, with focus on UBC.

- UBC and its role in the Baltic Sea Region cooperation
- HELCOM – a case example on developing external communications
- Attracting the media

- **Thursday 16 April**

Focus on concrete matters of UBC communications and developing communication between different UBC actors.

- Social media as a tool for getting our messages known
- External communications – www.ubc.net, Baltic Cities Bulletin, etc.
- Internal communications – contacting and sharing



Wednesday 15 April

12.30 Welcome to Turku

**Jarkko Virtanen
Vice-Mayor of Turku**



Wednesday 15 April

**12.35 Greetings from UBC Secretary
General**

Paweł Żaboklicki



Wednesday 15 April

12.40–13.00

City of Turku Communications and Marketing

Saara Malila / Communications Director



Wednesday 15 April

**13.00–14.15 Theme 1:
UBC and its role in the Baltic Sea Region
cooperation**

Introduction:

Mikko Lohikoski / UBC Strategy Coordinator

Panel discussion:

Lena Modin / Project Coordinator / Gävle

Carsten Adamsen / Head of Int. Activities / Kolding

Ulf Wikström / Project Manager / INTERACT Point Turku



Wednesday 15 April

14.30–15.45 Theme 2:

HELCOM – a case example on developing external communications

Johanna Laurila / HELCOM



Wednesday 15 April

**15.45–16.45 Theme 3:
Attracting the media**

Ari Welling / Yle



Thank you for seminar day 1!

Comments, questions?

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