

## 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.**

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

11.45	<b>Pathways of change / Success stories from partners.</b> Presentations of Suwalki and Jelgava . Discussion of the narratives these examples create.	
12.15	<b>What makes success? What other success stories do we have? How can we make more?</b> Discussion in national groups: make posters to summarise key points Facilitator Prof. Cliff Hague. PMD comment on ideas.	
13.00	<b>Lunch</b>	
<b>Session 2: HOW can TiF partners work with storytelling based on new narratives</b>		
14.00	<b>What is storytelling and how can narratives contribute to regional development?</b> By Neils Balgalis, Managing Director, Grupa 93 Ltd., Latvia	
14.30	<b>How to involve community partners in storytelling ?</b> Presentations of plans from Østfold, Vidzeme, Alytus	
15.00	<b>Brainstorming on storytelling</b> Discussion in groups	Rooms Tālava, Vidzeme, Agnese
15.30	<b>Coffee break</b>	
16.00	<b>How to do the storytelling and how can it help to increase regional attractivity ?</b> Reports from groups. Panel of experts LV-PL-DE-LP	
17.00	<b>Town Technique – Transect Walk</b> Outdoor exercise Explained by Prof. Cliff Hague <b>Sightseeing</b>	
20.00	<b>Dinner</b>	

**Day 2 – Friday , 9 April**

9:00	<b>Feedback on transect walks.</b> Group presentation /discussion	
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<b>Session 3: WHAT is place marketing in the light of new narratives ?</b>		
<b>9.35</b>	<b>Attracting new residents and Different types of tourists What are the target groups?</b> By Project Manager Bjorn Frode Moen	
<b>10.00</b>	<b>Content of partners current branding materials and websites how appropriate is the material for the target groups?</b> Group work – mixed partners in each group	Rooms Tālava, Vidzeme, Agnese,
<b>10.45</b>	<b>Coffee break</b>	
<b>11.15</b>	<b>Participatory place evaluation techniques and how to use them in TiF</b> By Prof. Cliff Hague	
<b>11.45</b>	<b>Summary of the workshop</b> 1. Conclude on preliminary guidelines 2. Conclude on time table and tasks to implement 3. Who will team up with who? Do we know where to go from now ? PP talk in plenary	
<b>12.45</b>	<b>Lunch</b>	
<b>14.00</b>	<b>Departures</b>	

Place, Date

Latvia 08.04.2010

Signature

Bjørn Frode Moen, Project manager

Name and position of the signatory