

Agenda: Communication seminar, 2-3 May 2012

Radisson Blu Ridzene Hotel, Riga

2 May 2012

- 12:00 – 13:00 *Welcome lunch buffet & registration*
- 13:00 – 13:30 The Baltic Sea Region Programme in a nutshell
- 13:30 – 15:00 Working session on communication plans I
- Communication Aims and Issues Management
 - Target Groups/ Key Stakeholder
- 15:00 – 15:30 *Coffee break*
- 15:30 – 17:00 Working session on communication plans II
- Communication Messages
 - Communication Tools
 - Responsibilities
 - Evaluation
- 17:00 – 17:30 Requirements towards communication in projects
- 19:00 – 22:00 *Get together reception*

3 May 2012

- 9:00 – 9:15 Communication experiences: Baltic Compass project
- 9:15 – 9:30 Introduction to the training sessions
- 9:30 – 17:00 Parallel training sessions:
WS 1: Writing skills
WS 2: Website and social media
WS 3: Strategic Communication/Lobbying

	Group 1	Group 2	Group 3
9:30 – 11:30	WS 1	WS 3	WS 2
11:30 – 12:00	<i>Coffee break</i>		
12:00 – 14:00	WS 2	WS 1	WS 3
14:00 – 15:00	<i>Lunch</i>		
15:00 – 17:00	WS 3	WS 2	WS 1

- 17:00 - 17:45 Feedback and Closing