

City Branding in the Baltic Sea Region – UBC Communications Network

The aim of the workshop is to develop the UBC Communications Network further and plan activities for the next 1–2 year period. UBC Communications Network consists of UBC member cities' communications representatives and UBC commissions' communications officers. The network aims to improve communication between UBC and its member cities, to share best practices and tools and provide a network for consultation and cooperation.

The workshop includes “City Branding in the Baltic Sea Region” seminar. Speaker in the seminar is **Pärtel-Peeter Pere**, CEO and partner of Future Place Leadership, who will introduce the latest trends in city branding, marketing and stakeholder involvement. After this session, you will know how to attract professionals and expertise in your city and how to keep them there!

The workshop will be interactive, so questions and comments throughout the session are very welcome. We especially invite communications-orientated youth from the UBC Youth Conference and the General Conference delegations to participate in the workshop, share their ideas and take part in the discussions. The workshop is open to all.

The UBC Youth Conference takes place parallel with the UBC General Conference – young people are joining as active participants in many General Conference sessions, including the City Branding seminar.

Timetable

15:30	Welcome! Irene Pendolin, UBC Communications Manager
15:35	City Branding in the Baltic Sea Region Pärtel-Peeter Pere, CEO and partner, Future Place Leadership
17:00	UBC Communications Network brainstorming session Irene Pendolin, UBC Communications Manager
17:45	Wrap-up

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