



**UBC Seminar on International City Marketing and Business Marketing  
28–29 November in Rostock**

**Wednesday, 28<sup>th</sup> of November**

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| <b>14.00 – 15.00</b> | Registration<br><i>Venue: City Hall, ground floor, Neuer Markt 1, 18109 Rostock</i>  |
| <b>14.00 – 15.00</b> | Welcome coffee<br><i>Venue: City Hall, second floor</i>  |
| <b>15.00 – 15.15</b> | Presentation of the programme<br><i>Venue: Bürgerschaftssaal, City Hall, second floor</i>  |
| <b>15.15 – 15.45</b> | City Marketing,<br>Daniela Bubber, City of Rostock<br><i>Venue: Bürgerschaftssaal</i>  |
| <b>15.45 – 16.15</b> | Cultural Marketing,<br>Thomas Werner, City of Rostock<br><i>Venue: Bürgerschaftssaal</i>   |
| <b>16.15 – 16.30</b> | Coffee Break   |
| <b>16.30 – 17.00</b> | Business Marketing,<br>Sabine Zinzgraf, Chamber of Commerce Rostock<br><i>Venue: Bürgerschaftssaal</i>                               |
| <b>17.00 – 17.30</b> | NGO Marketing, t.b.c.<br><i>Venue: Bürgerschaftssaal</i>   |
| <b>17.30 – 18.00</b> | Online Marketing/ Brand Development in Social Media<br>Anna Pashkova, Online Marketing Specialist<br><i>Venue: Bürgerschaftssaal</i> |
| <b>18.00 – 19.30</b> | Free time  |
| <b>19.30 – 21.30</b> | Reception of the City of Rostock<br><i>Venue: City hall, ground floor</i>  |

## Thursday, 29<sup>th</sup> of November

<b>8.30 – 9.00</b>	Registration <i>Venue: City Hall, ground floor, Neuer Markt 1, 18109 Rostock</i>
<b>9.00 – 9.15</b>	Short presentation of the workshops <i>Venue: Bürgerschaftssaal, City Hall, second floor</i>
<b>9.30 – 10.30</b>	Workshops:  <b>1. City Marketing meets culture</b> ( <i>Room 208, Rathaus Anbau</i> ) For several years now, the Rostock Kunsthalle (Rostock Hall of Arts) has been showing special exhibitions by GDR artists. Currently these are Willi Sitte and Fritz Cremer. In the workshop, we would like to discuss how historically complicated topics can be successfully presented to the citizens.  <b>2. Business Marketing</b> ( <i>Room 210</i> ) The workshop will present a market analysis of IHK Rostock (Rostock Chamber of Commerce) products regarding different fields, such as location promotion, vocational training opportunities, legal counselling and lobbying among others. Further, the current instruments in these fields by key examples of the marketing tools will be presented.  <b>3. NGO Marketing</b> ( <i>Room 311</i> ) The focus of the Workshop will be tools, which a non-governmental organization can use to promote itself, to gain followers and financing from political funds and governmental organizations.  <b>4. Brand Development in Social Media</b> ( <i>Room BR2</i> ) This workshop is about building trust and credibility for your organization in social media. We will talk about how you can find a brand-like identity and develop brand positioning. You will learn the ways to win the attention of your audience and evoke the emotions people can resonate with, as well as where to find content ideas that can benefit your brand.
<b>10.30 – 11.00</b>	Coffee Break
<b>11.00 – 12.00</b>	Workshops
<b>12.00 – 13.00</b>	Lunch <i>Venue: City hall, ground floor</i>
<b>13.00 – 14.30</b>	Presentation of the workshops (W1-W2) <i>Venue: Bürgerschaftssaal, City Hall, second floor</i>
<b>14.30 – 15.00</b>	Coffee Break
<b>15.00 – 15.30</b>	Presentation of the workshops (W3-W4) <i>Venue: Bürgerschaftssaal, City Hall, second floor</i>

<b>15.00 – 16.00</b>	Conclusion
<b>16.00 – 16.30</b>	3 C (Coffee, cake, conversations)
<b>16.00</b>	Free time
<b>17.45</b>	Meeting point: City Hall
<b>18.00</b>	Meeting point: Main building of the University of Rostock <i>Venue: Universitätsplatz 1, 18055 Rostock</i>
<b>18.00 – 19.00</b>	Guided tour through historic Christmas market
<b>19.00 – 21.00</b>	Dinner and stage program at the Christmas market

***Please note that changes to the programme are possible.***