



**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: <ol style="list-style-type: none"><li>1. City Marketing meets culture (<i>Room 208, Rathaus Anbau</i>)</li><li>2. Business Marketing (<i>Room 210</i>)</li><li>3. NGO (<i>Room 311</i>)</li><li>4. Brand Development in Social Media. Positioning as a strategy (<i>Room BR2</i>)</li></ol>
<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.***