

## Programme

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

- |                      |  |
|----------------------|--|
| <b>14.00 – 15.00</b> | Registration<br><i>Venue: City Hall, ground floor, Neuer Markt 1, 18055 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>Steffen Stuth, PhD, Historical and Culture Museum of Rostock<br><i>Venue: Bürgerschaftssaal</i>                        |
| <b>16.15 – 16.30</b> | Coffee Break   |
| <b>16.30 – 17.00</b> | Business Marketing<br>Claus Ruhe Madsen, President of the Chamber of Commerce of Rostock<br>Sabine Zinzgraf, Chamber of Commerce of Rostock<br><i>Venue: Bürgerschaftssaal</i> |
| <b>17.00 – 17.30</b> | Brand Development in Social Media<br>Anna Pashkova, Online Marketing Specialist from Berlin<br><i>Venue: Bürgerschaftssaal</i>   |
| <b>17.30 – 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, 18055 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. Culture Marketing (<i>Art Pavilion (Kunsthalle) and BR 2</i>)</li><li>2. Business Marketing (<i>Room 311</i>)</li><li>3. Brand Development in Social Media (<i>Room 210</i>)</li></ol>
<b>10.30 - 11.00</b>	Coffee Break <i>Venue: Bürgerschaftssaal, City Hall, second floor</i>
<b>11.00 – 12.00</b>	Workshops
<b>12.00 – 13.00</b>	Lunch <i>Venue: City hall, ground floor</i>
<b>13.00 – 14.00</b>	Presentation of the workshops (Culture Marketing and Business Marketing) <i>Venue: Bürgerschaftssaal, City Hall, second floor</i>
<b>14.00 – 14.30</b>	Coffee Break
<b>14.30 – 15.00</b>	Presentation of the workshops (Brand Development) <i>Venue: Bürgerschaftssaal, City Hall, second floor</i>
<b>15.00 – 15.30</b>	Questions and Conclusion
<b>15.30 – 16.00</b>	3 C (Coffee, cake, conversations)
<b>16.00</b>	Free time
<b>17.45</b>	Meeting point: City Hall, ground floor
<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 the historic Christmas Market
<b>19.00 – 21.00</b>	Dinner and stage program at the Christmas Market