



UBC Seminar on International City Marketing and Business Marketing 28–29 November in Rostock (UBC Communications Network)

Time

28–29 November 2018

Venue

Rostock City Hall

Themes and speakers

1. Business Marketing: presented by Ms **Sabine Zingsgraf**, Head of the Communication and Marketing department, Chamber of Commerce Rostock
2. City Marketing: presented by Ms **Daniela Bubber**, Department of City Marketing, City of Rostock
3. NGO Marketing: tbc

PROGRAMME

28 November 2018

- 14–15 Registration
- 15–18 Seminars on city, business and NGO marketing – lead by the speakers
- 19.30 Reception and evening activities, including the Rostock Christmas Market, hosted by the City of Rostock

29 November 2018

- 9–12 Workshops on city, business and NGO marketing – moderated by the speakers from the previous day
- 12–13.30 Lunch and Press Conference
- 13.30–15 Conclusion panel and summaries
- Afternoon/evening activities, hosted by the City of Rostock