

Get to know your neighbour: *Tell your story and go viral!*

10-11 October 2016 from lunch to lunch
Alandica Kultur & Kongress House in Mariehamn, Åland, Finland

Do you want to improve getting your message through, discover how to use storytelling or find new perspectives to your work for the Baltic Sea? Are you unsure of how to use social media in the best way - a field which is constantly growing and evolving? Do you want to expand your networks, make new contacts and meet old colleagues? Join us to get some new energy for your work for a cleaner Baltic Sea!

Welcome to the fourth edition of the event "Get to know your neighbour"! This year we will dive into the world of storytelling and social media. We will find new perspectives and effective methods for our Baltic Sea work. We will consider the possibility of having a joint Baltic Sea message to support our shared objectives – for example in the EU Baltic Sea Region Strategy conference in Stockholm in November, and beyond. This workshop is targeted to anyone working with Baltic Sea protection, and all about inspiration, fun, new ideas and learning together – to succeed together.

As our guides in the workshop we will have:

- **Trainer, Service Designer and storyteller MERVİ RAUHALA (www.storytelling.fi)**
- **social media strategist ANNE-LIE LOKKO (www.addfriends.se).**

"Get to know your neighbour" is arranged on 10–11 October 2016 from lunch to lunch at the Alandica Culture & Congress House in Mariehamn, Åland, Finland. Our working language is English.

Find our programme and instructions on registration below, and look for more information

- at Facebook event: Get to know your neighbour – Tell your story and go viral!
- with #story4sea
- at www.ostersjofonden.org

Or contact:

Lotta Nummelin (Östersjöfonden), lotta.nummelin@ostersjofonden.org

Salla-Maria Lauttamäki (Baltic Sea Challenge, Centrum Balticum),

salla-maria.lauttamaki@centrumbalticum.org

*Join us in writing a story for the sea
- warmly welcome to the Åland Islands!*

#story4sea



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Programme

Monday, 10 October 2016

- 13.00 **Lunch** at hotel Arkipelag (Strandgatan 35, Mariehamn)
- 14.00 **The programme begins** at Alandica culture and congress house
(Strandgatan 33, Mariehamn)
- Welcome by the Organisers**
- Speed dating by the Baltic Sea**
Who are you, what has been happening lately, catching up with old and new partners and friends.
- 14.30 **Storytelling workshop**
Mervi Rauhala,
Trainer, Service Designer and Storyteller, Consultant at OSG Communications
- We all know that stories are memorable. They connect, teach and engage, but why are stories so powerful and how can you harness that power? In this workshop you will dive in the intriguing world of storytelling. You'll hear interesting examples and case-stories but most importantly you will learn in action and get to practice storytelling.
- 18.30 **Break:** get ready for dinner
- 19.00 **Dinner and mingling**

Tuesday, 11 October 2016

- 9.00 **The programme continues** at Alandica culture and congress house
- Social media workshop**
Anne-Lie Lokko
Content Marketing, Social media strategist, Owner of AddFriends AB
- In this workshop we learn how to use different types of social media in a better way. How can you be more active in social media and how can we use it to get more visibility together.
- 12.00 **Summary and Closure**
- 13.00 **Lunch**

Check the website www.ostersjofonden.org for updates and details!



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Practical information

Registration

Registration deadline is September 30th:

Lotta Nummelin: lotta.nummelin@ostersjofonden.org / + 358 18 15 270.

The number of participants is limited, so please register on time to ensure your attendance.

On www.ostersjofonden.org you can check out who is coming!

Travel and accomodation on Åland

From Stockholm by boat:

Mon: Silja Line from Stockholm 7.10, arrival in Mariehamn 13.35

Tue: Silja Line from Mariehamn 13.45, arrival in Stockholm 18.15

Viking Line from Mariehamn 14.25, arrival in Stockholm 18.55

...by plane:

Mon: NextJet from Arlanda 9.30, arrival in Mariehamn 11.00

Tue: NextJet from Mariehamn 17.00, arrival in Arlanda kl. 16.30

From Turku by boat:

Mon: Silja Line from Turku 8.15, arrival in Mariehamn 13.35 (Note! This departure is a "student cruise", so it can be overbooked)

Plan B: Viking Line from Turku 8.45, arrival in Mariehamn 14.10 (and quick taxi from the terminal)

Tue: Silja Line from Mariehamn 13.45, arrival in Turku 19.15

Viking Line from Mariehamn 14.25, arrival in Turku 19.00

From Helsinki by boat via Turku

...by plane:

Mon: Finnair from Helsinki 8.45, arrival in Mariehamn 9.40

Tue: Finnair from Mariehamn 20.40, arrival in Helsinki 21.35

Accommodation can be booked at hotel Arkipelag to a discount (86 euro single, 106 euro double room), phone +358 18 24 020, info@hotellarkipelag.ax. Please indicate "Get to know your neighbour" when booking. Other options can be found at www.visitaland.com.

The programme, including lunch and dinner is free. The participants pay for their own travel and accommodation.

