

# Get to know your neighbour again

## clearer waters with clear communications

24-25 November 2015 from lunch to lunch  
at the Alandica Kultur & Kongress House in Mariehamn, Åland

Us Baltic Sea actors, we have a strong will to succeed and make a change, and effective communications can open doors for that. Come join the "Get to know your neighbour" annual event, that gathers an international group of Baltic Sea actors to Mariehamn, Åland, for the third time. This year our focus is on communications - a theme that is acute for all Baltic Sea actors and enthusiasts.

During the event we will hear tips from communications experts, learn and be inspired by our respective best, good and not so good practices, make new contacts and meet old colleagues. "Get to know your neighbour" is not another seminar series, but a meeting place for joint ideas, work and successes. Our working language is English.

Some of our experts, who will be available for us during the event:

**Pelle Thörnberg** – knows how to get through in media. *Pelle* has been working since 1980 with Sveriges Television AB (SVT, Swedish Television) with news programs such as Rapport and Aktuellt. Nowadays he teaches how to communicate with media, how to be relaxed around journalists and what interests the media. <http://pellethornberg.se>

**Folke Rydén** – knows how to tell a story. With a background in television he has e.g. worked as the U.S. Correspondent for SVT. In 1993, he was awarded the Bonnier Grand Prize in journalism, which is the most prestigious journalism award in Sweden. *Folke* has made several renowned documentaries about the Baltic Sea. <http://www.folkeryden.com>

**Inger Fish Röckert** – knows how to be seen in the social media. *Inger* has a background in PR and Strategic Sponsorships. She received the Svenska EventAkademin's (Swedish Event Academy) Narrenpriset in 2002 for creating successful sponsorships for Swedish Olympic equestrian Malin Baryard. <https://se.linkedin.com/pub/inger-fish/7/140/170>

During the event we will hear good examples, such as the *Baltic Sea Communicators network* in Finland, which has successfully been in operation for six years; the *Baltic Eye* / Stockholm University, which communicates science to the general public; and *the Finnish multilevel communication cooperation* around the European Union Strategy for the Baltic Sea Region.

During workshops we will tackle specific themes and real projects to get results and ideas that you can use in your work. If you have ideas or a project you want to work with, please let us know!

Warmly welcome to the Åland Islands,  
Lotta Nummelin (Östersjöfonden) and Salla-Maria Luttamäki (Baltic Sea Challenge, Centrum Balticum)



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### Programme

#### Tuesday, 24 November 2015

- 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      **Presentations of communication projects and networks**  
Presentations of examples of communication projects.
- 15.15      **Workshops with our excellent experts**  
During the workshops we work with projects to create new ideas and results that will be useful also when we get home.
- 16.45      **More presentations of communication projects and networks**
- 17.30      **Workshops continue**
- 18.30      **Break:** get ready for dinner
- 19.00      **Dinner and mingling**

#### Wednesday, 25 November 2015

- 9.00        **The programme continues** at Alandica culture and congress house
- Media training by Pelle**  
Pelle Thörnberg will inspire us with tips on how to give good interviews, arrange press conferences, and get your message through!
- 10.30      **Group work continues**
- 12.00      **Summary and Closure**
- 13.00      **Lunch**

Check the website [www.ostersjofonden.org](http://www.ostersjofonden.org) for updates and details!



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### Practical information

#### Registration

Please register before November 13<sup>th</sup> to Lotta Nummelin: [lotta.nummelin@ostersjofonden.org](mailto:lotta.nummelin@ostersjofonden.org) or + 358 18 15 270. The number of participants is limited, so please register on time to ensure your attendance.

On [www.ostersjofonden.org](http://www.ostersjofonden.org) you can check out who is coming!

#### Travel and accomodation on Åland

##### From Stockholm by boat:

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

Wed: Viking Line from Mariehamn 14.25, arrival in Stockholm 18.55

##### ...by plane:

Tue: NextJet from Arlanda 9.30, arrival in Mariehamn 11.00

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

##### From Turku by boat:

Tue: Silja Line from Turku 8.15, arrival in Mariehamn 13.35

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

##### From Helsinki by boat via Turku

##### ...by plain:

Tue: Flybe from Helsinki 8.35, arrival in Mariehamn 9.30

Wed: Flybe from Mariehamn 20.40, arrival in Helsinki 21.35

Accommodation can be booked at hotel Arkipelag to a discount (78 euro single, 98 euro double room), phone +358 18 24 020, [info@hotellarkipelag.ax](mailto:info@hotellarkipelag.ax). Please indicate "Östersjöfonden" when booking. Other options can be found at [www.visitaland.com](http://www.visitaland.com).

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