

COMMUNICATION – CLUSTERS WAY TO SUCCESS

MAY 9, 2019, 9:00

CONGRESS HOTEL, Vilniaus g. 2, Vilnius LT-01102



EVENT LECTURER:

Maria Hollander, a CEO of „Paper Province“ organization

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AGENDA

09:00–09:30	REGISTRATION/COFFEE	
09:30–12:00	PART 1	<ul style="list-style-type: none">• Presentations of the participants• Expectations, challenges in relations to communication• The story of Paper Province• Story telling – to get people on board. Common view of the challenges, what is the role of the cluster, the contribution – to the region, country, or to the world. Different stories to different target groups. How do you tell a story?• Exercise: Set target groups, are the stories different? Tell a story to your cluster friend
12:00–13:00	LUNCH	
13:00–14:30	PART 2	<ul style="list-style-type: none">• Marketing/communication strategy• Introduction: content in a strategy, target groups, media channels, social media, etc.• LinkedIn – a powerful tool• Exercise: Start working with your communication plan
14:30–15:00	COFFEE	
15:00–16:00	PART 3	<ul style="list-style-type: none">• Discussion in different groups: What are the clusters added value? How can you keep up the engagement among your members? How to attract new members? What services do you provide in your cluster?• Internal communication strategy: Cluster added value sale to cluster members or potential members
16:00–17:00	PART 4	<ul style="list-style-type: none">• Practical way to Gold Label – how PP did it• Discussions

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[REGISTRATION](#)

