

BrandDay -Turku2011 - 16 September 2011

Draft Agenda

- 9:30** **Coffee and Welcome**
- 9:45** **1st key note speaker:** The Essentials of Branding. Professor *Nicholas Adjour*, Berlin, Germany
- 10:45** **2nd key note speaker:** Places can be branded, too. Doctor of Science *Ulla Hakala*, University of Turku, School of Economics, Turku, Finland
- 11:30** **Lunch** at your own expense
- 12:30** **Turku, a cultural city?** Challenges and possibilities of cultural city brand construction. Doctoral student *Janne Lindstedt*, University of Turku, School of Economics, Turku, Finland
- 13:00** **Case 1** Fortuna Quarter - the future shopping and recreation area for culture and design in the heart of Turku, *Sanna Suomi*, Turku, Finland
- 13:20** **Case 2** Rotermanni Quarter - (Ultramodern) Sub-Destination within (Medieval) Destination, *Ain Hinsberg*, Estonian School of Hotel and Tourism Management, Tallinn, Estonia
- 13:40** **Case 3** Mieskuoro Huutajat (Screaming Men's Choir) and Oulu, Finland: Branding tool or a brand? *Petri Sirviö*, Oulu, Finland
- 14:00** **Case 4** BaltMetPromo - Branding the Baltic Sea Region with three Baltic Sea Regional products: BSR Investors' Guide, Live like locals travel experience in BSR for Japanese bloggers and BSR – Japan Coproduction Forum. *Malla Paajanen* and *Piia Hanhiova* Aalto University, CEMAT, Helsinki, Finland
- 14:20** **Workshops and Coffee**
- 15:15** **Conclusions**
- 16:00** **End of the Day**

Seminar is free of charge. Please register before 8 September 2011 here:

https://www.lyyti.fi/ilmoittaudu/BrandDay_Turku2011_8964