



Lakesperience Partner Meeting
22-23 August 2019
Estonia

Thursday 22.8.2019

Topic: *T4 Joint lake marketing*

8:30	Departure from Dorpat hotel (Soola str.6, Tartu) to Alatskivi Venue: Alatskivi Castle (www.alatskiviloss.ee)
9.20	Coffee
9:30-10:30	Marketing strategy: <ul style="list-style-type: none">• Plan including: marketing actions, communication channels, key messages and timetable
10:45-12:00	Joint video and landing page <ul style="list-style-type: none">• status and connection to the marketing activities
12:00-13:00	Lunch
13:00-14:00	Sales Manuals <ul style="list-style-type: none">• status and the finalization of the manuals
14:00-15:00	Sales event in Germany
15:00-16:00	Lake festivals <ul style="list-style-type: none">• concepts from the regions

16:30	Travel to and check in Nina Kordon guesthouse: www.ninakordon.ee
17:00->	Evening programme Short walk/ or bike tour to Vaino talu: www.vainotalu.ee Short introduction to Vaino talu services, smoking the fish. Dinner

Friday 23.8.2019

Topic: *T2 Development of lake tourism services and Project management issues*

Venue: Nina Kordon guesthouse

9:00-9:40	Feedback from the regional workshops
9:40-10:40	Joint workshop and Benchmarking trip to Germany with companies
10:40-11:00	<i>Coffee break</i>
10:40-11:00	Final partner meeting <ul style="list-style-type: none"> • change of the location: Linköping->Tampere • joint evaluation of the project
11:00-12:00	Reporting and communication issues
12:30-14:00	<i>Visit to and lunch in Kostja onion farm in Kolkja</i> (www.sibulatee.ee/en/members/kostja-onion-farm/)
14:30- 16.00	Visit to Peipsimaa visitor center (http://www.peipsimaa.ee/en); Signet print workshop
17.00	Arrival in Tartu

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