



MARKETINGSEMINAR & WORKSHOP IN BERLIN
03.-04. DECEMBER 2009

Meeting Location: Hotel D.O.M.I.C.I.L., Kantstraße 111, 10627 Berlin

Meeting Time: 02. December 2009 arrival
03. December 2009 08:30 - 18:00 Marketing Seminar
04. December 2009 08:30 – 16:00 Marketing Workshop

Programme 03rd December 2009:

- 08:30 – 08:45 *Welcome & practical issues*
- 08:45 – 09:45 *Marketing towards the target group “nature lovers” – different nature tourism segments (hikers, cyclists, canoeists etc.) and how to reach them*
Thomas Feil, dwif-Consulting GmbH
- 09:45 – 10:45 *Guerrilla marketing principles and tools – how to reach nature tourists with a small marketing budget*
Klaas van Ommeren
- 10:45 – 11:00 *Coffee Break*
- 11:00 – 12:00 *Nature tourism products – target group’s needs & demands on products from the viewpoint of a tour operator*
How to sell products to operators?
Thomas Müller, Bund Naturschutz Service GmbH
- 12:00 – 13:00 *Lunch*
- 13:00- 15:00 *Practical workshop on product development*
 - Definition of target groups of each protected area / tourism region
 - Development of the right (eco-tourism) products for different target groups*Group work led by Klaas van Ommeren*
- 15:00 – 15:15 *Coffee Break*





- 15.15 – 18.00 Discussion about partner's (parks & destinations) target groups & marketing situations:
- International tourism markets (source markets) of each park / each region & thematic target groups
 - Distribution channels already used by each park / each region – national & international
 - Which new target groups shall be attracted & which new distribution channels should be tested? – national & international
 - Necessity of further market research: Which markets should be evaluated?
 - What means of marketing shall be used to promote new products? Which marketing partners will be needed for that?
 - How to do B2B-marketing / how to reach tour operators? / which fairs shall be visited when?
- 19:00 Dinner
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Programme 04th December 2009:

- 08:30 – 10:00 Discussion of special promotion activities:
- Image folder & seasonal calendar
 - Film
- 10:00 – 10:15 Coffee Break
- 10:15 – 12:00 Discussion of special promotion activities:
- Online Marketing
 - Advertisements
 - Cross marketing among partners >> e.g. joint exhibition
 - Common PR event
- 12:00 – 13:00 Lunch
- 13:00 – 14:00 Discussion of special promotion activities:
- Regional marketing activities: themes & products
 - Incentive cards / award system for eco-tourism





- 14:00 – 15:00 *Branding - How to sell regions on an international market?*
- Workshop on images / pictures of countries and regions
 - Examples of images, brands & campaigns
- Romy Sommer / Sandra Lorr
- 15:00 – 16:00 *Brainstorming on profiling the Baltic Sea Region Charter Parks*
- >> How to use the Nordic Baltic Europarc as roof for joint promotion?
- Romy Sommer / Sandra Lorr

