

AGORA 2.0 - Kick-off Meeting

Meeting venue: Greifswald University, Institute of Physics (Entrance: Rudolf-Petershagen-Allee)

Date: 11-13 February 2010

PRELIMINARY PROGRAMME

First Meeting Day - 11.02.2010

09:30	Registration and Good Morning Coffee
10:00	Welcome and introduction <i>Prof. Dr. Wilhelm Steingrube, University of Greifswald, GERMANY</i>
10:10	Opening speeches <i>State Chancellery of the Land Mecklenburg-Vorpommern</i> <i>Ministry of Economics of the Land Mecklenburg-Vorpommern</i> <i>Tourist Board Mecklenburg-Vorpommern</i> <i>University of Greifswald</i>
10:50	EU Strategy for the Baltic Sea Region – Priority Area Tourism <i>Wolf Born, Priority Area Coordinator "Tourism", State Chancellery Mecklenburg-Vorpommern</i>
11:05	Overview about the project AGORA 2.0 <i>Prof. Dr. Wilhelm Steingrube, Betina Meliss, University of Greifswald, GERMANY</i>
11:20	Introduction of participating organisations <i>Moderation: Betina Meliss</i>
12:00	Lunch
13:30	Session on WP 3 - Baltic Sea Heritage Tourism Information Service (BASTIS) <i>Wolfgang Guenther, Institute for Tourism and Recreational Research in Northern Europe</i> <i>Thomas Mielke, Baltic Sea Tourism Commission</i> Overview about the WP and link to other WPs Set-up of a web-based Baltic Sea Heritage Tourism Information Service (BASTIS) BSR tourism image analysis Identification of source markets and potential target groups Standardized benchmarking tool Information Service for tour operators Involved partners, Next steps, Responsibilities
15:00	Coffee break
15:30	Session on WP 5 – Pilot Solutions <i>N.N., Copenhagen Business School</i> Overview SWOT analysis on use of heritage potentials Transnational analysis on common identity profile Development of tourist products Involved partners, Next steps, Responsibilities
17:00	Conclusions <i>Prof. Dr. Wilhelm Steingrube, University of Greifswald, GERMANY</i>
17:30	End of the first meeting day
19:00	Conference Dinner (City centre, walking distance to the hotels)



Second Meeting Day - 12.02.2010

09:00	Session on WP 4 - BSR Heritage Scout <i>Prof. Dr. Wilhelm Steingrube, University of Greifswald, DE</i> <i>Prof. Przemyslaw Kulawczuk, National Foundation for Enterprise Culture / PL</i> Overview about the WP and link to other WPs Collection and assessment of potentials for cultural and natural BSR heritage Set-up a web based BSR Heritage Panel Inspirations for developing innovative tourism product ideas Feasibility study on establishing a virtual market place for Baltic Sea Heritage Tourism Products Sustainable use of heritage potentials Web based Ranking: Baltic 6 Wonders BSR Marketing concepts Common Identity Profile Involved partners, Next steps, Responsibilities
10.30	Coffee break
11:00	Session on WP 4 - BSR Heritage Scout Continuation
12:30	Lunch
14:00	Session on WP 1 - Project Management, Financial Management, Audits <i>Betina Meliss, Carsten Beyer, sustainable projects, Berlin (Financial Manager)</i>
15:30	Coffee break
16:00	Session on WP 2 - Communication and Information <i>Betina Meliss</i>
17:00	Conclusions
17:30	End of the second Meeting Day

Excursion – 13.02.2010

09:00	Heritage Tourism: Potentials – Practices – Experiences - Inspirations (Greifswald – Stralsund - Isle of Ruegen)
17:00	End of the excursion

