



Interreg
Estonia-Latvia
European Regional Development Fund



EUROPEAN UNION

**SOCIAL &
CREATIVE**

Interreg V-A – Estonia Latvia 2014 – 2020 Project "Boosting cross border entrepreneurial activity in social and creative industries sector" (Social&Creative)

Joint training event "To be the cross-border starter" (1st session)

12.–13.04.2018 in Latvia

(Hotel Porto Resort in Lilaste, Latvia)

Social & creative entrepreneurs or idea owners, interested in cooperating with neighbouring countries or jointly expanding to foreign markets, are welcome to this training event.

12.04.2018

Time	Content
11.30	Registration & welcome coffee
12.00–12.30	Introduction > Getting to know each other. Icebreaker Mervi Raudsaar , University of Tartu; Karin Sepp , Tartu Centre of Creative Industries
12.30–13.50	Storytelling > social & creative entrepreneurs from Estonia & Latvia BlindArt (Latvia) , blindart.lv Storytelling > local municipalities' representatives from Estonia & Latvia – how to benefit from the work of social & creative enterprises?
13.50–15.00	Lunch & networking
15.00–18.00	Workshop > Design thinking Merike Kaunissaare , entrepreneur, trainer & designer
18.00–...	Dinner get-together & networking



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Jauno uzņēmēju centrs
LATVIJA



**LOOVUSE
VÄRSKE
VÄRV**

13.04.2018

Time	Content
9.30–12.30	Workshop > Sales strategy: Understanding your customer <i>Inga Priedīte, trainer at Digital Journey</i>
12.30–13.30	Lunch
13.30–16.30	Workshop > Sales strategy: Creating a target customer based sales strategy <i>Inga Priedīte, trainer at Digital Journey</i>
16.30	Fare-well coffee & snacks

You can register here: https://ej.uz/joint_training_LV

Up to 2 people from one company and/or team are welcome.

Registration is open until 5 April 2018.

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