



Original
Lapland

Along the River to the Arctic – Original Lapland

FROM IDEA TO BUSINESS

Learn more about pricing, packaging and product development

26 – 27 October at Arctic River Lodge, Tärendö, SWE

Friday 26/10

12:00	Lunch	Restaurant	
13:00	Welcome to Tornedalen. Hosting LEADER-area Tornedalen 2020 presents the workshop and the program	Conference room	ENG
13:15	How to build a tourism company with the power to grow in Särkimukka. Mr. Johan Väisänen & Ms. Sara Ljunggren , owners of Explore the North on their story	Conference room	ENG
14:15	Coffee break	Restaurant	
14:30	How to finance investments in a tourism business. Ms. Karin Strand, or Länsstyrelsen Norrbotten & Ms. Kerstin Sipola, Tornedalen 2020 on Investment support for the visiting industry	Conference room	SWE
14:30	How to finance investments in a tourism business. Mrs. Anne Anttila, Outokaira tuottoamhan on Investment support for the visiting industry	Restaurant	FI
15:30	How to create an award-winning product. Mr. Björn Ylipää , author of Smak av norrsken and awarded Best in the world; Food Writing and Arctic Gastronomy at the World Cookbook Award 2018	Conference room	ENG
17:00	Guided tour of the newly opened Arctic River Lodge (Group 1)	Entrance	ENG
17:20	Guided tour of the newly opened Arctic River Lodge (Group 2)	Entrance	ENG
18:30	Movie Premier	Conference room	ENG
19:00	Dinner	Restaurant	



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Saturday 27 /10

6:30-9:00	<i>Breakfast</i>	Restaurant
8:00	Wake up-Yoga	Souvenir shop
9:00	How to create a package of tourism products and services. Mr. Lars Munk, Heart of Lapland on pricing and packaging. – Part 1	Conference room (SWE/ENG)*
<i>or</i>		
9:00	How to sell tourism products online? Ms. Anne Kaakkuriniemi, Bókun on Online Sales,Booking Systems and Bókun	Restaurant (FI/ENG)
10:15	<i>Coffee break</i>	Restaurant
10:30	How to create a package of tourism products and services. Mr. Lars Munk, Heart of Lapland on pricing and packaging. – Part 2	Conference room (SWE/ENG)*
<i>or</i>		
10:30	Best Practises on Sales & Marketing. Ms. Laura Hokjärvi, Leader Tunturi-Lappi on Social Media and Digital Marketing Applications.	Restaurant (FI/ENG)**
12:00	<i>Lunch</i>	Restaurant

Observe that all times stated are in Swedish time.

* The presentation will be based on Swedish conditions.

** The presentation will be based on Finnish conditions.



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