

Original
Lapland



Welcome to a workshop on how to

MAKE DIGITAL EASY

Online sales, booking systems, social media marketing and travel trends.

18 February 2019

Kukkolaforsen Turist & Konferens

Kukkolaforsen 184, 953 91 Haparanda

PROGRAM (SWE Time)

- 08:30 *Breakfast* **Welcome to the workshop!**
- 08:45 **Travel Trends 2019 and Tricks on how to make digital easy**
Therése Wintervy, Destination Developer at Övertorneå Municipality
Social media, copywriting and marketing services through The Northern Muse
- 09:30 **Social Media and Digital Marketing Applications**
Laura Hokajärvi, Project Manager at Leader Fell Lapland
Prev. Event- and Social Media Coordinator at Ylläs Travel Association
- 10:45 **Online Sales, Booking Systems and Bókun**
Anne Kaakkuriniemi, Freelancer within Online sales, Product development & Digital marketing
Prev. Customer Care & onboarding at Bókun, Digital Marketing Planner at FlowHouse Oy
- 12:00 *Lunch* **Thank you for joining!**

Register to the event on **February 10th** at the latest by e-mail to jessica@tornedalen2020.se.

Please mention allergy or special diet in your registration. The program including breakfast and lunch is free of charge. The program will be held in English, but Swedish translations will be provided if needed.

Tour or activity providers will be able to book a private consulting with Anne Kaakkuriniemi after the workshop. For 1,5 hour you can discuss about the online sales from your company's point of view, go through your needs and do hands on-work in Bókun. The price for a private session is **199 € + VAT and is paid by the participants themselves** (not included in the workshop). For more information or to make an appointment, please e-mail jessica@tornedalen2020.se on **February 10th** at the latest.

