



LOMA-VIETONEN
HOLIDAY VILLAGE LAPLAND

ORIGINAL LAPLAND WORKSHOP #3 Best practices & Networking along the River

*Original
Lapland*

PROGRAM

Thursday 5th September

- 11:00-12:00 Registration, check-in and lunch at Loma-Vietonen
- 12:15 **Welcome to Original Lapland Workshop #3**, Iina Askonen - Original Lapland team
Welcome to Loma-Vietonen, Tuija Kariniemi-Saukkoriipi
Participant introductions
- 13:00-13:20 **Greetings from the Tornio Valley Council**, Tuula Ajanki
- 13:20-13:40 **Case Tornio tourism masterplan**, Katariina Huikari
- 13:40-14:00 **Original Lapland – A success along the Swedish riverside**, Therése & Johan Wintervy
- 14:00-14:30 Coffee break
- 14:30-15:00 **Northern lights route and our common culture & history**, Sisko Kalliokoski
- 15:00-16:00 **Influencer marketing & social media** - Terhi Tuovinen, House of Lapland
- 16:00-19:00 Sauna and palju (Women 16:00-17:30, men 17:30-19:00)
- 19:30 **MatchMaking Dinner** in Kota

Friday 6th September

- 08:00 – 09:00 Breakfast at Loma-Vietonen, main building
- 09:00 – 11:30 **Working workshop: The possible futures of tourism in Torne valley**
- How do we want the future to be like? Hanna Lakkala, Turku Future Research Center
- 11:30 – 12:30 Lunch at Loma-Vietonen, main building
- 12:30 Check-out, Farewell and Departures

*Times and presenter names might be subject to change. All changes will be informed to the participants by email.

The fee varies by region but includes: Workshop-program, meals (2x lunch, breakfast, dinner, coffee) and part in a double room. The program will be held in English. Limited number of participants. Registrations are binding and must be made on **August 12th 2019 at the latest**. Remember to mention any food allergies in your registration.

More information and registration

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thenorthernmuse@outlook.com (Swedish participants)