

**Mainstreaming Agenda**



**Title of workshop**

**self-marketing**

**Date**

November 17<sup>th</sup> – 20<sup>th</sup> 2005

**Topics**

- provision of special knowledge
- description of basic marketing strategies

**Organiser**

**Mainstreaming Agenda**  
 Roberta Messina – Maria Daina  
 Via Piemonte, 90144 PALERMO / Italy  
 Telefono: 0039-091-6315785  
 Cell. +39.333.6442476  
 Fax: 0039-091-364524  
 Email: [info@mainstreaming.org](mailto:info@mainstreaming.org) – [maria.daina@mainstreaming.org](mailto:maria.daina@mainstreaming.org)  
 Internet: [www.mainstreaming.org](http://www.mainstreaming.org)

**Agenda**

Date	Time	Event
<b>Thursday, 17 Nov. 2005</b>		Arrival of participants at Palermo, Hotel Sole. Free time for sightseeing in Palermo Welcome cocktail to Roberta Messina's home
<b>Friday, 18 Nov. 2005</b>	9.00 – 12.30	Roberta Messina: <b>welcome</b> Ulrike Santos, Wolfgang Latt: <b>“Aims and key issues for the meeting”</b> Ulrike Santos: <b>“Profile and personality - the art of self-marketing”</b>
	12.30 - 15.00	Lunch at “Focacceria San Francesco” and leisure time
	15.00 – 19.30	<b>Workshop</b> each institution presents: <b>“Our techniques and strategies of self-marketing”</b> (10 minutes each) <b>Discussion</b>
	20.00	Dinner at “I Beati Paoli”
<b>Saturday, 19 Nov. 2005</b>	9.00-12.30	Workshop and working groups <ul style="list-style-type: none"> <li>▪ <b>“Sell yourself and your products in a customer-oriented way”</b> (Wolfgang Latt)</li> <li>▪ <b>“Systematic implementation of self-PR, marketing success through poise”</b></li> </ul>
	12.30-15.00	Free lunch and leisure time
	20.00	Final dinner at the “Hotel Sole” Feedback, planning of the next meetings
<b>Sunday, 20 Nov. 2005</b>		departure