

Mainstreaming Agenda



Title of workshop

self-marketing

Date

November 17th – 20th 2005

Topics

- provision of special knowledge
- description of basic marketing strategies

Organiser

Mainstreaming Agenda

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Agenda

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