



Title of workshop **Exchange of Marketing experiences between public and private sectors on the European market**

Date March 30th – April 2nd
2006

Topics

- Customer orientation in public and private sectors
- Overall concept of the organisation and marketing
- Innovation und marketing
- Marketing concepts, booklets on the image of the organisation , commercial information, press articles

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Agenda

Date	Time	Event
Thursday, March 30th 2006		Arrival of participants at Málaga in the hotel welcome drink in the hotel in the evening
Friday, March 31st 2006	10.00 – 14.00	First Meeting: Ulrike Santos, Petra Drewes: Aims and key issues for the meeting Input: “Marketing strategies for the public market” Learning platform: Experiences between public and private sector, preparation in working groups
	14.00	Lunch
	16.00 – 19.00	visit of Emfor and Objetivo 1 facilities
	20.00	Dinner in one (or some) typical tapas Bar(s)
Saturday, April 1st 2006	10.00-14.00	Pascale Schwerteck, Olaf Eiden: Marketing experiences between public and private sector in Spain 10.30 lecture: training of public employees in Spain

questions and discussion
11.30 –14.00 Learning platform:
“Marketing experiences between public and private sector”
Discussion and exchange of best practise, Intersections and incompatibilities for all countries

14.00 Lunch

16.00 trip to Málaga, sight-seeing; visit of the new Picasso Museum possible

20.00 Dinner in a typical restaurant

**Sunday, 2 April
2006**

departure
