



**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

**Organiser**              **Fundación Objetivo 1**  
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## Agenda

Date	Time	Event
<b>Thursday, March 30<sup>th</sup> 2006</b>		Arrival of participants at Málaga in the hotel welcome drink in the hotel in the evening
<b>Friday, March 31<sup>st</sup> 2006</b>	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)
<b>Saturday, April 1<sup>st</sup> 2006</b>	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

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14.00 Lunch

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

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20.00 Dinner in a typical restaurant

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**Sunday, 2 April  
2006**

departure

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