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Nordic Council of Ministers



**SEMINAR ON PUBLIC RELATIONS AND INFORMATION STRATEGY  
IN CROSS-BORDER COOPERATION  
(Kärdla Culture House, Hiiumaa, 27 April 2006)**

**Draft Programme**

- 08:30-09:00 Registration of Participants
- 09:00-09:15 Welcome and Opening by Susanne Andersson. (Chair of the B7 Baltic Islands Network Board, Åland/Finland) and Philipp Schwartz (CBSS Secretariat)  
Moderator: Inga Latkovska (Member of the Board of the Latvian PR Association, Assistant Professor for Public Relations Vidzeme University College)
- 09:15-10:00 Introduction Speech  
Minister of Integration Paul-Erik Rummo (Estonia) (tbc)
- 10:00-10:30 Coffee break
- 10:30-12:00 **Session 1 – Information Policy, the Development and Implementation of an Information and PR Strategy Supporting Cross-border Cooperation**  
*Moderator: MP Katrin Saks (Estonia)*
- Introduction to Public Relations from the Practical and the Academic Point of View by Inga Latkovska
  - Kerttu Kaera, Representation of the European Commission in Estonia
  - Didrik de Schaetzen, Communications Officer, CBSS Secretariat
- 12:00-13:00 Lunch at the Conference venue
- 13:00-13:30 “Communicative Regularities in Transition Countries”  
Raul Rebane, Media Expert (Estonia)
- 13.30-14.00 “Practical Advice: How to Communicate With Media”  
Björn Månsson, Journalist, Hufvudstadsbladet Helsingfors (Finland)

- 14:00-14:30 **Session 2 – Best- practices of Cross-border Cooperation in Public Relations and Information Strategy**
- “Radio Pomerania – Radio Across Borders”  
Zbigniew Plesner, Moderator “Radio Pomerania” (Poland)
- 14:30-15:00 Coffee break
- 15:00-16:15 Session 2 - Continuation
- “Touristical Marketing of Border Regions”  
N.N., Region of South-Karelia
  - Øresund Committee Communication Strategy. NN from Øresund Committee.
  - “The Island’s Experience with Communication and Issues”  
David Hunt, B7 Baltic Islands Network (Bornholm/Denmark)
- 16:15-17:00 Summing up of the Conference and Recommendations