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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)**



*Development and Implementation of a  
Communication and Information Strategy – lessons  
learned.*

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**2005- present**  
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**Thesis of the speech**

The Secretariat of the Council of the Baltic Sea States (CBSS) started developing Information and Communication Strategy in January 2003 based on a working document of 1998. For that purpose, an Information Strategy Officer was recruited on a project basis and the document was adopted by the Governing Body of the CBSS in February 2005.

The aim of the presentation at the Seminar on Public Relations and Information Strategy is to share the experiences and lessons learned with the participants.

Guidelines for the development of an Information and Communication strategy will also be presented.

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