

Day 1

8:30 – 9:00 Registration and welcome coffee/tea

Persuasive communication – how to create a competitive promise by Łukasz Murawski, Marketing Advisor / Startup Mentor
/ Lecturer / Partner at 102 Group

1 / Introduction

09:00 – 10:00 / **Let's get to know each other**

- My story.
- What you will learn today?
- Your story (*Projection Method*)

2 / Marketing Basics

10:00 – 11:00 / **Brand, branding and other words?**

- *Case Study* (inspirational story)
- What exactly is brand? Modern definition of the brand.
- Modern communication model (*Group Work and Discussion*).
- Brand functions.
- Core vs extended value
- Difference between PR and advertising.
- Paid Media, Owned Media and Earner Media.



11:10 – 11:30 / **Coffee or whatever you like break.**

11:30 – 13:00 / **Strategy. How to create an effective strategy. Part 1.**

- Modern customer. What customer buys? The product, the service or something else?
- Conclusions from the Report “Earned Brand” and “Meaningful Brand”.
- From brand idea to branding. How to create competitive promise?
- *Case Study* (inspirational story)



13:00 – 13:30 / **Lunch break.**

13:30 – 15:30 / **Strategy. How to create an effective strategy. Part 2.**

- Nailing your audience and designing personas.



- What is the difference between target group and segmentation?

- Understanding competitors and benchmark. Who is your competitor and how to differentiate?

- Choosing the right Archetype for business.

15:30 – 15:45 / **Coffee or whatever you like break.**

3 / Copy and Content

15:45 – 16:15 / **Copywriting**

- Why should we care about copy?
- Before you start writing you should know how do people read? (*Group Work*)
- Attracting media attention.

16:15 – 16:45 / **Social Media**

- What to choose from? Facebook, LinkedIn, Instagram or something else?
- Measuring effectiveness of your project campaign

4 / Storytelling

16:45 – 17:15 / **Pitchcrafting and Storytelling**

- Using storytelling to strengthen your brand.
- How to pitch perfect every time.

Day 2



8:45 – 9:00 Welcome coffee/tea

9:00 – 9:15 **Recalling the main take-away messages from previous day**

9:15 – 9:30 **Presentation on current communication issues within the Programme** – Katarzyna Sempołowicz-Lipska, Communication Officer, the Interreg South Baltic Programme

9:30 – 11:00 **Working groups on challenges and issues related to everyday communication** – Katarzyna Sempołowicz-Lipska, Communication Officer, the Interreg South Baltic Programme



11:00 – 11:30 **Coffee or whatever you like break.**

11:30 – 12:45 **Working groups on success stories on selected projects** – Małgorzata Skolmowska, Project Officer for Sustainable Transport

12:45 – 13:00 **Conclusions**



13:00 **Farewell lunch**