



**BEDRIFTSKOMPETANSE**  
*-Vi bidrar til utvikling!*

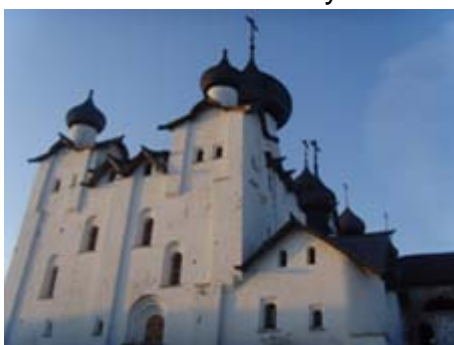


## **Barents cooperation program “Developing Opportunities for Events Tourism Cooperation between the Arkhangelsk Region and Northern Norway”**

### **Program Events Tourism Workshop on the Solovetskye Islands 28<sup>th</sup>-30<sup>th</sup> of June, 2009**

#### **28<sup>th</sup> of June, 2009, Sunday**

- 12.30** Transfer to the airport.
- 13.30** Charter plane to the Solovetskye Islands.
- 14.20** Arrival to the Solovetsky archipelago.  
Transfer to the Solovki hotel, accommodation.
- 16.00-18.00** Excursion to the Solovetsky Monastery.



- 19.00** Dinner at the restaurant “Solovetskaya izba”.

#### **29<sup>th</sup> of June, 2009, Monday**

*Venue: conference hall of the Solovetsky State Historical-Architectural and Natural Museum-Reserve*

- 09.00** Opening of the workshop.
- 09.00-09.15** Welcoming words from the Committee on International Relations and Tourism Development of the Arkhangelsk Region.
- 09.15-09.30** Welcoming words from the Troms Regional Tourism Board.  
*Ms. Arne Tregereid, Director of the Troms Regional Tourist Board and member of the expert group on tourism in the Barents Euro-Arctic Council*

#### **I session: “Presentation of Events Tourism Products”**

##### ***Events tourism products in Arkhangelsk region***

- 09.30** Solovetsky Festival and Folk Crafts Fair  
*Mrs. Natalia Yakovleva, acting head of the Solovetsky municipality*
- 10.00** Ustjansky Honey Festival  
*Mrs. Irina Gerasimenko, head of the section for tourism and culture of the Ustjansky municipality*



**BEDRIFTSKOMPETANSE**  
*-Vi bidrar til utvikling!*



- 10.30** Crystal Bell-Ringing  
*Mrs. Oxana Pesyakova, head of the informational section of the Kargopol State Historical and Architectural museum*
- 11.00** *Mrs. Tatyana Chigaeva, expert of the section for tourism and culture of the Kotlas municipality*
- 11.30** Jazz Days and Margaritinskaya Fair in Arkhangelsk  
*Pomor-tour Ltd.*
- 12.00-12.15** Coffee break.

***Events tourism products in Troms County***

- 12.15** Nordlysfestivalen combined with other activities
- 12.55** Lyngen Winter Festival  
*Lyngen Vinterfestivalen*
- 13.40** Midnight Sun Marathon in Tromsø and Festpillene in Harstad  
*Troms Reiseliv / VisitTromsø*
- 14.20** Lunch at the Solo hotel.
- 15.30** Continuation of the workshop.

***Events tourism products in Finnmark County***

- 15.30** Barents Days Festival in Kirkenes
- 16.10** Boreal Alta Festival / Finnmarksløpet

***II session: Round table***

***“How to market and promote events tourism products?”***

- 16.50** Marketing and promoting tourist products abroad for tourists from Arkhangelsk region  
*Mr. Valery Sidorov, General Director of Intourist-Arkhangelsk JSC*
- 17.15** Marketing and promoting tourist products in Russia for Norwegian tourists  
*Pasvikturist AS*
- 17.40-18.15** Discussion on events tourism products and its marketing tools.  
Summarizing the workshop.
- 19.30** Buffet for the workshop participants at the restaurant “Solovetskaya izba”.



**BEDRIFTSKOMPETANSE**

*-Vi bidrar til utvikling!*



**30<sup>th</sup> of June, 2009, Tuesday**

**07.30** Breakfast at the restaurant “Solovetskaya izba”.

**08.30** Excursion to Big Zayatskiy Island.



**14.00** Transfer to the airport.

**15.00** Charter plane to Arkhangelsk.