



Central Baltic communication seminar 2021 The cookbook of storytelling

Online in TEAMS, Wednesday 25.8.2021
At 10.00-12.00 (EET) + 12.30-13.30

10.00 **DIFFERENT STORIES AND THE WAYS TO TELL THEM**

Welcome

Julia Jokelin, Contact Point Finland

Inspiration from project LightsOn! Using short videos in project marketing

Nina Luostarinen, Lecturer at HUMAK University of Applied Sciences

So many pictures out there... How can you spot the one?

Rebecka Frej, Contact Point Sweden North

Creating short videos - it is easier than you think!

Daiga Jumburga, Contact Point Latvia

Annika Holmström, Contact Point Sweden South

Stories inside the projects

Annika Mändla, Contact Point Estonia

My storytelling story

Ester Laurell, Contact Point Åland

Wrapping up

Kersti Valde-Komp, Central Baltic Communication Specialist

Closing the event

Julia Jokelin, Contact Point Finland

12.00 **Lunch break**

12.30 **Peer-to-peer discussion**

Knowledge exchange and support

