



**Interreg**  
Estonia-Latvia  
European Regional Development Fund



EUROPEAN UNION

**SOCIAL &  
CREATIVE**

*Interreg V-A – Estonia Latvia 2014 – 2020 Project "Boosting cross border entrepreneurial activity in social and creative industries sector" (Social&Creative)*

## **Joint training event "To be the cross-border starter" (1st session)**

**12.–13.04.2018 in Latvia**

**(Hotel Porto Resort in Lilaste, Latvia)**

Social & creative entrepreneurs or idea owners, interested in cooperating with neighbouring countries or jointly expanding to foreign markets, are welcome to this training event.

**12.04.2018**

Time	Content
11.30	Registration & welcome coffee
12.00–12.30	Introduction > Getting to know each other. Icebreaker <b>Mervi Raudsaar</b> , University of Tartu; <b>Karin Sepp</b> , Tartu Centre of Creative Industries
12.30–13.50	Storytelling > social & creative entrepreneurs from Estonia & Latvia <b>BlindArt (Latvia)</b> , <a href="http://blindart.lv">blindart.lv</a> Storytelling > local municipalities' representatives from Estonia & Latvia – how to benefit from the work of social & creative enterprises?
13.50–15.00	Lunch & networking
15.00–18.00	Workshop > Design thinking <b>Merike Kaunissaare</b> , entrepreneur, trainer & designer
18.00–...	Dinner get-together & networking



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**13.04.2018**

<b>Time</b>	<b>Content</b>
<b>9.30–12.30</b>	Workshop > Sales strategy: Understanding your customer <i>Inga Priedīte, trainer at Digital Journey</i>
<b>12.30–13.30</b>	Lunch
<b>13.30–16.30</b>	Workshop > Sales strategy: Creating a target customer based sales strategy <i>Inga Priedīte, trainer at Digital Journey</i>
<b>16.30</b>	Fare-well coffee & snacks

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You can register here: [https://ej.uz/joint\\_training\\_LV](https://ej.uz/joint_training_LV)

Up to 2 people from one company and/or team are welcome.

**Registration is open until 5 April 2018.**

**Follow us on Facebook [@latestsocialandcreative](#)**

