



better marina  
management

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**MARRIAGE**  
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## **PRELIMINARY AGENDA**

### **MARRIAGE Final Conference & Partner Meeting**

Hotel Pommerscher Hof  
Seestraße 41, 17424 Seebad Heringsdorf / Germany  
14-16 April 2015

State: 31 March 2015

#### **Tuesday, 14 April 2015 / Day 1:** Arrival of participants & networking

Time	Topic	Responsible
	<i>Individual travelling to Heringsdorf</i>	<i>Participants</i>
From 19:30	Informal get-together & networking at lobby bar of Hotel Pommerscher Hof	

#### **Wednesday, 15 April 2015 / Day 2:** Final Conference & Partner meeting

<b><i>Internal MARRIAGE partner meeting</i></b> (for project partners only)		
Time	Topic	Responsible
08:30	Welcome and introduction	LB / PLANCO
	Last outstanding tasks & outputs: <ul style="list-style-type: none"> <li>- Distribution of promotion materials to marinas</li> <li>- Consolidation of SCB website &amp; long-term maintenance concept</li> <li>- Pilot action integrated resident / water tourism marketing – experience report</li> <li>- Pilot action: Development of Klaipėda south marina</li> <li>- Questions &amp; answers</li> </ul>	PLANCO / partners Adrian Spyra  Monique Schulze  Leila Sujeta
	Formal & organisational matters <ul style="list-style-type: none"> <li>- Budgetary issues</li> <li>- Formal project closure</li> <li>- Last Progress Report</li> <li>- Questions &amp; answers</li> </ul>	PLANCO
10:30	<i>End of internal meeting</i>	



<b>Final Conference of the MARRIAGE project</b> (open to all interested parties)		
<b>Time</b>	<b>Topic</b>	<b>Responsible</b>
10:30	Registration & welcome coffee	
<b>Welcome &amp; introduction</b>		
11:00	Welcome by the Lead Beneficiary	Rolf Kammann, <i>Economic Development Corporation Vorpommern</i>
11:15	Four years of intensive project work in a nutshell: Overview on the activities & results of the MARRIAGE project	Jens Masuch, <i>PLANCO Consulting GmbH</i>
12:00	Joint lunch	
<b>Spotlight: Selected MARRIAGE activities &amp; results</b>		
13:15	The "South Coast Baltic" magazine: Allowing an independent journalistic perspective on the region – and using it as marketing tool	Oliver Geyer, <i>Freelance journalist / author of SCB Story Book</i>
13:45	"Marina testing visits" as playful form of educating marina operators in Poland & Lithuania – How did they work out in practice?	Hans & Till Jaich, <i>im jaich / MARRIAGE "marina testers"</i>
14:15	How to make the "Marina Schloensee" project a success story for the Municipality of Heringsdorf? – Recommendations from a pilot study conducted within the MARRIAGE project	Andreas Hartwig, <i>Municipality of Heringsdorf</i> Björn Gabler, <i>PLANCO Consulting GmbH</i>
14:45	Coffee break	
<b>Review, reflections &amp; setting of future cooperation</b>		
15:30	Partner views: Highlights & achievements of MARRIAGE for the participating regions - Pomorskie / Poland  - Zachodniopomorskie / Poland  - Vorpommern / Germany	Adrian Spyra, <i>Association of Sea Cities &amp; Municipalities</i> Marcin Forkiewicz, <i>Gdańsk University of Technology</i> Anna Kajrys, <i>Szczecin Municipal Government</i> Ewa Madaj, <i>Voivodship Zachodniopomorskie</i> Wiktor Popiołek, <i>Port Authority of Kołobrzeg</i> André Kretzschmar, <i>Tourism Board Stralsund</i> Andreas Hartwig, <i>Municipality of Heringsdorf</i>

<b>Time</b>	<b>Topic</b>	<b>Responsible</b>
	<ul style="list-style-type: none"> <li>- Klaipėda region / Lithuania</li> <li>- Kaliningrad region / Russia</li> </ul>	<p>Leila Sujeta, <i>Klaipeda State Seaport Authority</i></p> <p>Galina Maksimchuk, <i>Ministry for Municipal Development and Internal Policy of Kaliningrad Oblast</i></p> <p>Aleksei Ignatev, <i>Kaliningrad Regional Economic Development Agency</i></p>
16:30	Reflections & conclusions of the Lead Beneficiary	Rolf Kammann, <i>Economic Development Corporation Vorpommern</i>
16:40	Signing of agreement on the continuation of the joint promotion of the "South Coast Baltic"	MARRIAGE partners & associates
16:45	<i>Short break</i>	
<b><i>Further perspectives &amp; outlook</i></b>		
17:00	The MARRIAGE project in the context of the Priority Area "Tourism" of the EU Strategy for the Baltic Sea Region	Wolf Born (tbc), <i>Coordinator of the Priority Area Tourism of the EUSBSR</i>
17:20	Contribution of MARRIAGE to the South Baltic Cross-border Co-operation Programme - goals & opportunities of the new EU funding period	Jakub Fedorowicz (tbc), <i>Joint Secretariat of the South Baltic Programme</i>
17:40	Closure of the final conference & farewell	
18:00	<i>End of the session</i>	
19:30	<i>Joint dinner &amp; farewell party</i>	

**Thursday, 16 April 2015 / Day 3: Follow up initiative(s) / development workshops**

Time	Topic	Responsible
<b>MARRIAGE II / follow up project</b>		
09:00	Status report / MARRIAGE follow-up project: - Ideas from the partners collected so far - Feedback from the programme	PLANCO
	Discussion: - Possible scope & structure of the project - Open questions & gaps to be filled - Further schedule of the project development - Next steps to be taken	Plenary
10:30	<i>Coffee break</i>	
11:00	Continuation of the discussion / workshop	Plenary
12:30	<i>Joint lunch</i>	
<b>Further project ideas / MARRIAGE "spin off" projects</b>		
14:00	Development of smaller harbours / attraction of small & river cruise ships to smaller ports - Idea & possible scope of the project - Discussion	PLANCO / Plenary
15:30	<i>Coffee break</i>	
16:00	Electric boats & ferries - Idea & possible scope of the project - Discussion	PLANCO / Plenary
17:30	<i>End of project development workshop</i>	
19:00	<i>Joint dinner</i>	
	<i>End of the final conference &amp; partner meeting</i>	

*The programme may be further developed & consolidated in the next weeks. Any comments, proposals & annotations are very welcome.*

**Friday, 17 April 2015: Departure of participants**

Time	Topic	Responsible
	<i>Individual travelling home</i>	<i>Participants</i>

