

MOBILE CAMP II



WE WOULD LIKE TO WELCOME YOU
TO PARTICIPATE IN TOURSME MOBILE CAMP II
- A HYBRID CROSS-BORDER CO-CREATION EVENT!



***Welcome to develop new tourism products for international travellers
at TourSME's MobileCamp II at Kuhmo, February 16-17, 2022***

Mobile Camp II is two effective days hybrid workshop, developing tourism products that attract cross-border tourists to travel in Finland and Russia. New tourist service packages are developed together with the Finnish and Russian tourism businesses by the help and guidance of service product design and concept experts. Mobile Camp II promises networking, training, and concrete work on tourism products.

Participation in the workshop, meals and transportation from Oulu bus station to Kuhmo and back is free of charge. Accommodation in Kalevala Hotel is 50 euros/ a two-person room and 85 euros/ one persons' room.

PROGRAM

DAY 1 / 16.2.22 / KUHMO

8 AM Bus leaves from Oulu bus station

10 AM Stop at Kajaani

12 AM Kuhmo

12 AM Lunch / Hotel Kalevala

1 PM *No ordinary business – from products and services to extraordinary tourism experiences*/Tuuli Pulkkinen

1.30 PM Start of the workshop / Minna Virkkula & Nina Patrikka

3-4 PM Teamwork

4 PM *Pitching in brief* / Ulla-Maija Törmälä

6 PM Matchmaking & dinner

DAY 2 / 17.2.22 / KUHMO

9-11 AM Teamwork

Coffee break

11.30-12.30 AM Lunch / Hotel Kalevala

1 PM Keynote: *Best practices in cross-border tourism products*

1.30 PM Presentations for international travel agencies

3 PM End of the workshop

3.15 PM Bus back to Oulu via Kajaani

Co-work spaces: Zoom & Howspace / Mobile Camp II

Zoom and Howspace links will be sent to the Mobile Camp participants.

We reserve rights to make changes to the program.

[REGISTER HERE](#)

