
National Event Strategy: Workshop 1

Wednesday, October 24 -2018; “Meet Ullevall”

Programme

10:00 – 12:00

Welcome by Innovation Norway:

- Welcome & Introduction
- Background for the development of a National Event Strategy for Norway
- Questions

Insights on event strategy by Burson-Marsteller:

- Event strategy development: the fundamentals
- The strategy framework and project overview
- Feedback from stakeholders, incl. comments/questions
- Sport events – trends to track, benchmarks and cases, incl. comments/questions
- Cultural events - trends to track, benchmarks and cases, incl. comments/questions
- Event strategy development in Norway

Conclusion of part 1 of the workshop by Innovation Norway:

- Part 1 questions / comments

12:00 – 13:00 - Lunchbreak and networking

13:00 – 15:00

Working groups and reporting coordinated by Burson-Marsteller:

- Introduction to group work
- Group work: four groups discuss three questions in total and report after each question
- Homework for workshop 2
- Conclusions of the day

Closing of workshop by Innovation Norway:

- Closing