

SPIRIT08

MARKETING, MANAGEMENT & TOURISM
VUOKATTI, FINLAND 22.-23.5.2008

*Spirit08 is international seminar of marketing, management and tourism in Holiday Club Katinkulta, Vuokatti Finland.
Take Your Organization to Another Level – Think Out of the BOX!*

Keynote Speakers:



Professor W. Kim Chan
author of "Blue Ocean Strategy"



Phil Goodman
developer of "Genergraphics"

THU 22nd of May

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| 09.00 | Morning Coffee & Open Seremonies |
| | Spirit Start Up = 10 Challenges in TravelBusiness,
Mr. Juha Tanskanen
CEO Pohjolan Mylly |
| 09.30 | Generation Marketing
Phil Goodman, Genergraphics |
| | Q&A |

11.00	Radical Brands Jukka Hakala, Kotoba Ltd.
11.45	New Tools in Marketing Google Finland
12.15	Lunch
13.15	Blue Ocean Strategy Professor W.Kim Chan, Insead
	Q&A
14.30	Finding The Blue Ocean Strategy Case: Holiday Club Resorts, Vesa Tengman
15.00	Coffee Break
15.30	Finlands New Brand CEO Jaakko Lehtonen, Mek
16.00	How small ideas can become big? Three Cases from Europe
17.00	Closing Ideas
17.30	Coctails
20.00	Dinner

On Friday 23rd of May, Closed event with Holiday Club Resorts and Tekes with Mr.Phil Goodman.

Participation fee: 240 euros + VAT 22 %
Including the seminar, materials, coffee and lunch.

www.spiritseminaari.fi