

## INVITATION:

# Final seminar of the EDUCRO project in Imatra on 28 September 2022



EDUCRO

EDU-CREATING NEW  
CUSTOMER VALUE  
THROUGH CROSS-BORDER  
COOPERATION

## CUSTOMER EXPERIENCE, PARTNERSHIPS AND NETWORKS

Why it is important to understand the customer experience in order to develop tourism and cultural services? How do the best festivals and events build their activities by means of cooperation networks? We'll hear speeches by international top experts **Tuija Seipell** and **Paul Gudgin** on these themes in the final seminar of the EDUCRO project in Imatra at Kulttuuritalo Virta on **Wednesday 28 September 2022 from 9.30 to 16.30.**

In addition to the keynote speeches, at the final seminar of the EDUCRO project we'll hear a presentation on the results of the project and case presentations of Finnish organizations that have participated in the project. A panel discussion on the seminar topics will close the day.

The keynote speeches of the final seminar will be held in English. For other parts, the event will be held in Finnish. The project will serve participants coffee and a light lunch included in the seminar programme.

One of the original aims of the EDUCRO Creating New Customer Value Through Cross-Border Cooperation project was to build cooperation crossing borders between Finnish and St. Petersburg-based organizations operating in creative sectors, and to develop new

customer-oriented products jointly. The activities of the project with a promising start at the end of 2019 was first complicated by the COVID-19 pandemic that started to spread in the beginning of the following year 2020, and with regard to cooperation with Russia, the activities of the project ended in February 2022 because of the offensive war started by Russia in Ukraine.

Notwithstanding the challenges, the project was able to organize cross-border training and networking programme, series of workshops and a summer camp, where altogether over 400 people from the both sides of the border participated. A publication about the project is also coming out, as well as an online course open to all interested parties based on the project's training materials.

The lead partner of the EDUCRO project is LAB University of Applied Sciences, with Humak University of Applied Sciences and St. Petersburg Institute of Cultural Programmes (until February 24 2022) as its co-operation partners. More information of the project: <https://educro.org/> and project manager Olga Bogdanova, [olga.bogdanova@lab.fi](mailto:olga.bogdanova@lab.fi).

Registration for the seminar by 21 September:  
[www.lyyti.fi/reg/EDUCRO\\_loppuseminaari\\_3633/en](http://www.lyyti.fi/reg/EDUCRO_loppuseminaari_3633/en)



**Tuija Seipell** is a Canadian keynote speaker and business advisor who is both passionate and inspiring. Tuija's expertise includes customer experience, travel, hospitality, design, retail, creativity, motivation and emotions (especially courage and hope). Her client list includes diverse global and multinational organizations such as Harley-Davidson, Nike and the EUROPARC Federation, plus various cities and government entities. She has also worked with numerous medium-sized and smaller organizations in various countries. Since 2005, Tuija Seipell has been the editor-in-chief of TheCoolHunter.net, where her articles have been read by millions. Born in Finland, she has lived and worked in Canada for 39 years, most of those in Vancouver, British Columbia.



**Paul Gudginilla** has many years of experience in managing and developing festivals and events, including Aldeburgh Festival, Bury St Edmunds Festival, City of London Festival and Durham Brass Festival. He was also the director of the world's largest festival, the Edinburgh Festival Fringe, for eight years. Paul has also traveled the world for years giving Festival and Event Management Masterclass workshops for people involved in creating, developing and supporting festivals and events. Several thousand festival and event managers in 26 countries around the world have participated in these over the years.

**FOR ADDITIONAL INFORMATION OF THE EVENT,  
PLEASE CONTACT:**

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**Project partners:**

 **LAB University of  
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