

CREATIVE Bridge

TRAINING PROGRAMME AGENDA

Wednesday evenings from 18:00 - 20.00

Lecture part 90 minutes + 30 minutes joint discussion and worksheets filling.

Recordings with **Zoom** and sharing to the public.

All 8 modules have the same link.

Topic: **Creative Bridge training programme**

Time: Oct 2, 2024 06:00 PM Helsinki until Nov 13, 2024

Join Zoom Meeting

<https://us06web.zoom.us/j/84127190932>

Meeting ID: 841 2719 0932

Module	Date	Title	Lectors
1. module (EST)	2.October	Creative Company Business Models and Business Development	Maret Ahonen , Entrepreneurship and Team Coaching, Ex-Startup Lab Manager Personal and Professional Growth Enthusiast
2. Module (FIN)	9. October	Brand Strategy	Craft Gallerist Katja Hagelstam , Lokal Lead Trainer Taina Laaksonen, MBA- Design Association Modus Taina Maaria Laaksonen LinkedIn
3. module (EST)	16. October	Customer-Centric Value Proposition	Andres Kuusik , Professor of Marketing at University of Tartu
4. Module (FIN)	23. October	From talent to business, finding your way	Lead Trainer Taina Laaksonen , MBA - Design Association, Modus Mentor: Elina Korri
5. module (EST)	30. October	Integration of Service and Product in the Value Proposition	Ruth-Helenele Melioranski and Geroli Peedu — Estonian Academy of Arts

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6. Module (FIN)	6. November	How to benefit from networks and cooperation in the circular economy and what the use of reused material enables in business	Entrepreneur Elina Korri - Brand manager and co-entrepreneur of Sustinare (Elina Korri LinkedIn) Mentors: Trash Artist Milla Neuvonen (Milla Neuvonen LinkedIn) Anni Jokinen Laura Saarivuori-Eskola
7. module (EST)	13. November	Finance and production planning	Karl Viio - Business Consultant in Tartu Business Advisory Services
8. Module (FIN)	20. November	Digital Marketing and Online Presence	Lead Trainer Taina Laaksonen TlCAS Founder Zeynep Kaynar Mentor: Behnaz Fazelian (Etsy)