

Crowd4Region: Steering Committee LEADER-Region Dübener Heide 25-27 april 2022

Final Programme – 17 March 2022

| Monday 25 April | | |
|------------------|------------|---|
| till 18h00 | | Arrival at Hotel HeideSpa Bad Dueben <i>Bitterfelder Str. 42, 04849 Bad Dueben</i> <i>www.heidespa.de</i> |
| 19h00 | | Welcome Dinner at Hotel Restaurant HeideSpa Bad Dueben |
| Tuesday 26 April | | |
| time | minutes | agenda |
| 8h30 | | Fresh common start into the day - moor mud treading in the spa park |
| 9h30 | | Arrival at NaturparkHaus Bad Dueben (venue) <i>Neuhofstr. 3a, 04849 Bad Dueben</i> |
| 9h45 | 165 | Working session I |
| | 10 | Welcome speeches LAG Duebener Heide |
| | 5 | Presentation of agenda |
| | 15 | Presentation LEADER and LAG activities Duebener Heide <i>Anne-Marie Benda, Monika Weber</i> |
| | 30 | Current and future developments of platform "regiocrowd" <i>Axel Mitzka, Chairman of association Dübener Heide e. V.</i> <i>Gabriele Horster, Project coordinator regiocrowd (www.regiocrowd.com)</i> |
| | 15 | Questions und discussion |
| 11h00 | 15 | Coffee Break |
| | 75 | Crowd4Region project communication I: How we get in contact with our target groups? Insights and examples from the partner regions and common reflection/conclusion <i>All partner regions (10 min/region)</i> |
| 12h30 | 75 | Lunch <i>NaturparkHaus Bad Dueben</i> |
| 13h45 | 150 | Working session II |
| | 70 | Preparing the closure: How to integrate external expertise on Crowdfunding and which steps to take towards a common Crowd4Region toolbox? Introduction ConPlusUltra and presentation of current working status (30 min), common reflection with project group <i>Brigitte Hatvan, ConPlusUltra GmbH</i> <i>All partner regions</i> |
| 15h05 | 10 | Coffee Break |
| | 90 | Crowd4Region project communication II: How to get your crowd and a successful campaign? Insights into Community Building, Audience Engagement, Storytelling & Content Creation Input and common exchange <i>Paul Rieth, Marketing & Crowdfunding consultant</i> <i>www.paulrieth.de</i> <i>www.getyourcrowd.com</i> |
| 16h45 | | Closure meeting day 1 Returning to hotel HeideSpa |

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| 17h30 | | Departure from hotel to Bad Schmiedeberg |
| 18h00 | | Guided tour through spa park www.heilbad-bad-schmiedeberg.de/Kurpark.html /www.heilbad-bad-schmiedeberg.de/kneipp-therapiezentrum.html |
| 19h15 | | Dinner |

Wednesday 27 april

| time | minutes | agenda |
|-------|---------|--|
| 8h30 | 90 | Working session III (NaturparkHaus Bad Dueben) Common exchange and determinations on project timing, budget and final project report |
| 10h00 | | Foot walk and visit of Museumsdorf Bad Dueben (renovated area with an old water mill and exhibition workshops on old crafts) www.museumsdorf-duebener-heide.de |
| 12h00 | | Lunch |
| 13h00 | | End of meeting & departure of delegations |