



To develop practical skills through invention of PR campaigns for real companies.

To listen to successful people and share experience.

To follow the trends of development in communication area and start networking.

To generate and test ideas in friendly atmosphere.

Programme. 5-7 June, 2015

5th of June

11:00 Departure from Strelnieku square (Old Riga) to Kalnciema school with a stop at Turība University (at 11:30)

13:00 Arriving, registration, warm up

13:30 Tour to the museum of “Christmas battles” in Mangaļi. Speech of host Dagnis Dedumietis, the head of the museum

14:30 Team building and Dynamic Social Work (clean-up of the territory where “Christmas battles”) took place (Sandwiches and warm tea will be served in the break)

16:30 Excursion to territory where the Christmas battles took place. A game requiring wisdom and wit and an opportunity to win prizes. Lead by officers of Latvian National Armed Forces

18:00 Supper

18:30 “Opening your mind to useful ideas”. Movie producer (Dream Team, The Heritage of Rudolf, Defenders of Riga) Andrejs Ekis

19:00 “To be confidently stylish”. Owner of Fashion House “Gints Bude”, fashion designer Gints Bude

19:30 “How to find words that sound good”, musician Andris Kivics

20:00 Game “Quick recipes for dummies”. The announcement of rules and an introduction of judges

21:00 The game’s “Quick recipes for dummies” performance and award ceremony

22:30 A song filled evening near the fire with Andris Kivics

6th of June

8:00 Wake up and morning exercise with basketball player Janis from vining team of Turiba University

8:30 Breakfast

9:30 “Play the trump ace-smile”, Producer, actor and singer Arstarulsmirus

10:00 “Desirable new employee”, “P.R.A.E. public relations” project manager Arnis Lapins

10:30 “Who is this handsome and strong man. Me as a brand name” Mountaineer, co-owner of “Experiential Simulations” Juris Ulmanis

10:50 “Communication in the shadow of Charlie Hebdo tragedy”, Muhammed Mustafa Akdag from University of Tubingen, Germany

11:15 “Strategy in war and communication”. Latvian National Armed Forces commander’s personal headquarters press department’s officer, captain Normunds Stafeckis

11:45 Free time & CV game

12:00 “Five biggest mistakes of story tellers”. Vice-President of the Journalists and Writers Foundation of Turkey, secretary general of Intercultural Dialogue Platform, based in Istanbul Cemal Ussak

12:30 “What kind of campaigns the world is ready to love”, Managing director of advertising agency DDB Andris Rubins

13:00 Lunch

14:00 Creative Workshops (participants, managed by moderators, in the groups of 8 persons create the PR campaigns. Moderators: PR and advertisement practitioners and universities’ lecturers

18:00 Supper

19:00 Presentations of campaigns and award ceremony

22:30 Surprise. Tenth birthday of Workshop of Dynamic Thoughts

23:30 Sharing memories and a party until the very morning with DDD veteran DJ Kārlis.

7th of June

8:30 Wake up and morning exercise with professional dancer Ieva Biteniece

9:00 Breakfast

9:30 “From penguin to a swan, Head of Choreograph and dance studio “PRO-X” Ieva Biteniece

10:00 “How to run the distance until the very end”, Cloud-runner Martins Zvidrins

10:30 Dynamic start! Funny race for the award from Commander of Latvian National Armed Forces

12:30 Closing of event and awarding. Grand Prix – Golden jar passing

13:00 “A plateful of positivity” – the meal from Liga Andzane

13:30 Departure to Rīga

The working languages: English, Russian and Latvian. Translation will be provided.

Participation fee, including classes, transportation from Riga to spot and back, accommodation, meals, party, activities, games, gifts and prizes, is 33 EUR.

Transaction indicating “For DDD” to:

Turība University

Graudu street 68, Riga, LV-1058, Latvia

Unified Registration No. 40003135880

VAT Registration No. LV40003135880

JSC “Swedbank”

SWIFT code: HABALV22

Settlement multi account No. LV65 HABA 0551 0013 4598 3