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| Project number | **LLI - 157** |
| Project title | Boost regional Entrepreneurship by Enabling cross border cooperation |
| Project acronym | BEE Lab |
| Project Partner (PP) | Green and Smart Technology Custer |

**Summer Business school**

Saldus JIC „Šķūnis“, Lielā str. 3b, Saldus, 23. – 26. 08.2017.

**Day 1 – August 23, Wednesday**

1000 – 1030 Check-in, good morning coffee, get to know each other

1030 – 1100 The discovery of the event:

* Māris Zusts, Deputy Chairman of the Saldus City Council
* ?????, Green and Smart Technology Cluster
* Rasa Baliulevičienė, Rietavas Tourism and Business Information Center, Project Administrator

1100 - 1330 An entrepreneur, a representative of the leading global coaching company The John Maxwell Team, a certified business coach – Janis Janovskis. Theme - Check out your dream. 10 questions that will allow it to be seen and achieved:

* Road to your idea
* Affiliation - whether your dream is truly your dream
* Clarity - A clear dream makes the general idea more specific
* Reality - Match your habits with your dream
* Costs - dreaming does not cost anything, but the road to the dream though
* Benefits:
* Get your motivation to follow your own idea
* Understand how to improve your team with people who inspire you
* Get a realistic view of the cost of your dream or idea
* Find out if your dream is truly yours
* Learning with Latvian perseverance and chuckle can be achieved

1330 – 1430 Lunch

1430 – 1900 University of Latvia, Inta Kulberga, Dr.

Training course:

* What is my business idea and how do I turn it into a business?
* Group work - Determining the viability of a business idea
* Start-up and development of entrepreneurship
* Promotion of products and services on the market
* Group work - Without (little) budget marketing
* Positioning the company in the market, promoting further growth
* Communication, channel creation
* Group work - Use of social networks, product promotion on the market

1900 – 1930 Coffee break

1930 – 2100 Evening event

2100 Accommodation at the Training Center "Kalnsētas", Kalnsētas Str. 20, Saldus

**Day 2 – August 24, Thursday**

900 – 1100 Breakfast at the Training Center "Kalnsētas", Kalnsētas Str. 20, Saldus

1100 – 1300 Artis Daugins, owner of the karting Halle BSR Riga

1300 – 1400 Lunch

1400 – 1600 Public Relations and Marketing Specialist - Dzintars Hmieļevskis.

If we look at the world in the eyes of the market, that is, where everyone sells something to each other - companies give their goods and services to their people, but people do business with their knowledge and time or labor force - the world is made up of brands. The brand is not just the name and logo of the company, but also the locality and even the name of the person with which he as an individual is recognizable in a more or less general society. How to make your own business and your own brand, how to tell the world about yourself?

The main topics of the seminar:

* Basics of branding or How to tell a story;
* Crisis communication - how to respond to negative feedback;
* The most common mistakes made by young entrepreneurs in social media.

1600 – 2000 Chairman of the Board of "TEIBU", Ltd. - Edīte Irbe. Creativity thinking for the flight

2000 – 2100 Coffee break

2100 Accommodation at the Training Center "Kalnsētas", Kalnsētas Str. 20, Saldus

**Day 3 – August 25, Friday**

900 – 1100 Breakfast at the Training Center "Kalnsētas", Kalnsētas Str. 20, Saldus

1100 – 1200 Ovi Watch co-owner - Dāvis Paipa. Attracting crowd funding. Where to take money when not in a purse.

1200 – 1400 JSC "Development Finance Institution ALTUM", Kurzeme Region Manager - Ilze Grundmane.

1400 – 1500 Lunch

1500 – 1700 Outdoor activities. Activities must be fixed with a photo, video or audio.

1700 – 1800 Coffee break

1800 – 2100 Live music

2100 Accommodation at the Training Center "Kalnsētas", Kalnsētas Str. 20, Saldus

**Day 4 – August 26, Saturday**

900 – 1100 Breakfast at the Training Center "Kalnsētas", Kalnsētas Str. 20, Saldus

1100 – 1300 Prepare presentation for your ideas

Coffee break

1300 – 1400 Presentation of your ideas to members of the commission

1400 – 1500 Awarding winners