



PROGRAM

Thursday 5th September

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| 11:00-12:00 | Registration, check-in and lunch at Loma-Vietonen, main building (Kuusirannantie 59, Meltosjärvi) |
| 12:15 | Welcome to Original Lapland Workshop #3 (building called Oppiriihi)
Iina Askonen - Original Lapland team
Welcome to Loma-Vietonen, Tuija Kariniemi-Saukkoriipi
Participant introductions |
| 13:00-13:20 | Greetings from the Tornio Valley Council, Tuula Ajanki |
| 13:20-13:40 | Case Tornio tourism masterplan, Katariina Huikari |
| 13:40-14:00 | Original Lapland – A success along the Swedish riverside, Therése & Johan Wintervy |
| 14:00-14:30 | Coffee break |
| 14:30-15:00 | Best regards from Happiness guide. Visit Finland's Rent A Finn -campaign, Hanna Kallioniemi |
| 15:00-16:00 | Influencer marketing & social media - Terhi Tuovinen, House of Lapland |
| 16:00-19:00 | Sauna and palju (Women 16:00-17:30, men 17:30-19:00) |
| 19:30 | MatchMaking Dinner in Kota |

Friday 6th September

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| 08:00 – 09:00 | Breakfast at Loma-Vietonen, main building |
| 09:00 - 09:30 | Our Journey so far, Original Lapland team (building called Oppiriihi) |
| 09:30 – 11:30 | Working workshop: The possible futures of tourism in Torne valley
- How do we want the future to be like? Hanna Lakkala, Finland Futures Research Centre |
| 11:30 – 12:30 | Lunch at Loma-Vietonen, main building |
| 12:30 | Check-out, Farewell and Departures |

*Times and presenter names might be subject to change. All changes will be informed to the participants by email.

Organizer: Outokaira tuottamhan ry/ Iina Askonen, tel +358 40 751 3500