

2007 Baltic International Summer School
Schedule of classes, workshops and social activities

Week 1

Sunday, 5.08	ACTIVITY	INSTRUCTOR
AM	Participants arrive	
17:00-19:00	Photo Orientation of Valmiera	
19:00-21:00	Icebreakers. Gauja River Picnic	
Monday 6.08		
9:00-10:00	Introductory orientation	Kaspars Rūklis, Vidzeme University
10:00-11.30	LECTURE: Information Overload in Public Relations	Dr. Richard Linning (United Kingdom)
11.45-13.15	LECTURE: Information Overload in Public Relations	Dr. Richard Linning (United Kingdom)
13.30-15.00	Lunch Break	
15.00-16.30	WORKSHOP: Journalistic Writing Clinic	Dr. Simona Maciukaite (Lithuania)
16:30-18:00	Rest and Recreation	
18:00-19:30	OPENING–Rector’s and Minister’s Welcome	Dr. Vija Daukšte (Latvia), Rector of ViA
Tuesday, 7.08		
8.15-9.45	Language – Latvian	
10.00-11.30	LECTURE: Information Overload in Public Relations	Dr. Richard Linning (United Kingdom)
11.45-13.15	LECTURE: Information Overload in Public Relations	Dr. Richard Linning (United Kingdom)
13.30-15.00	Lunch Break	
15.00-16.30	WORKSHOP: Journalistic Writing Clinic	Dr. Simona Maciukaite (Lithuania)
16.30-18.00	Rest and Recreation	
18.00-21:00	International Food Party	
Wednesday, 8.08		
8.15-9.45	Language – Latvian	
10.00-11.30	LECTURE: The Role of Image and Meaning and the Role Organizational Reputation	Aune Past (Estonia)
11.45-13.15	LECTURE: The Role of Image and Meaning and the Role Organizational Reputation	Aune Past (Estonia)
13.30-15.00	Lunch Break	
15.00-16.30	WORKSHOP: The Future of Organizational Imagemaking	Aune Past (Estonia)
16.30-18:00	Rest and Recreation	
18.00-21.00	Evening in Cesis	
Thursday, 9.08		
8.15-9.45	Language – Latvian	
10.00-11.30	LECTURE: The Future of Film	Līga Gaisa (Latvia, Estonia)
11.45-13.15	LECTURE: The Principles of Multimedia Art	Jānis Garančš (Latvia, Germany)
13.30-15.00	Lunch Break	
15.00-16.30	WORKSHOP: Multimedia Art Workshop	Jānis Garančš (Latvia, Germany)
16.30-18:00	Rest and Recreation	
18.00-21:00	Baltic Film Evening	Andris Rozenbergs
Friday, 10.08		
8.15-9.45	Language – Latvian	
10.00-11.30	LECTURE: Establishment of Public Policy Portal	Nelliņa Locmele (Latvia)
11.45-13.15	LECTURE: Regional Media On-line	Nelliņa Locmele (Latvia)
13.30-15.00	Lunch Break	
15.00-16.30	WORKSHOP: Multimedia Art Workshop	Janis Garancs (Latvia, Germany)
16.30-18:00	Rest and Recreation	
18.00-19.30	Free Night (Brainstorm concert in Sigulda – optional)	
Saturday, 11.08	EUROPEAN INFORMATION DAY co-organized with European Parliament Information Office in Riga	
8:30 – 10:30	Valmiera – Riga	
11:00 – 12:30	LECTURE: New Politics: Communicating the New Role of the European Parliament and EU Institutions	Maris Graudiņš (Latvia, EP), Iveta Ķelpe (Latvia, EP), Valdis Dombrovskis, MEP, Committee on Budgets
12:45 - 14:15	LECTURE: Challenges to European Communication	Dace Akule (Latvia)
14.15 – 15:30	Time for Lunch	
15:30 – 17:00	Guided tour of Riga (incl. National Museum of Art, Occupation Museum, Old town, Art Nouveaux and other sites)	
	Free time in Riga, Overnight in Riga	
Sunday, 12.08		
10:00 – 12:00	Open Air Museum in Riga	
12:00 – 13:00	Riga – Sigulda	
13:00-18:00	Lunch in Sigulda, Tour of Sigulda and participation in some Sigulda 800th anniversary activities	
19:00	Return to Valmiera	

Week 2

Monday, 13.08		
8.15-9.45	Language – Latvian	
10.00-11.30	LECTURE: Global Management and Culture in the Context of New Communication Opportunities	Bruno Sergi (Italy)
11.45-13.15	LECTURE: Global Management and Culture in the Context of New Communication Opportunities	Bruno Sergi (Italy)
13.30-15.00	Lunch Break	
15.00-16.30	WORKSHOP: Radio: Ready for the New Media	Emil Agazade (UK)
16.30-18:00	Rest and Recreation	
18.00-19.30	Folk Dance and Song Evening	
Tuesday, 14.08		
8.15-9.45	Language – Latvian	
10.00-11.30	LECTURE: Following a Strange Attractor: On Bilingual Blogging in Latvia	Juris Kaža (Latvia)
11.45-13.15	LECTURE: Following a Strange Attractor: On Bilingual Blogging in Latvia	Juris Kaža (Latvia)
13.30-15.00	Lunch Break	
15.00-16.30	WORKSHOP: Radio: Ready for the New Media	Emil Agazade (UK)
16.30-21:00	Gauja Boat Trip	
Wednesday, 15.08		
8.15-9.45	Language – Latvian	
10.00-11.30	LECTURE: From MySpace to Technorati: How Public Relations Needs to Prepare for New Media	Dr. Cindy Price (United States)
11.45-13.15	LECTURE: From MySpace to Technorati: How Public Relations Needs to Prepare for New Media	Dr. Cindy Price (United States)
13.30-15.00	Lunch Break	
15.00-16.30	WORKSHOP: Producing for Online Media	Kristaps Petersons (Latvia)
16.30-18:00	Rest and Recreation	
18.00-21:00	Sports Evening (or Bowling)	
Thursday, 16.08		
8.15-9.45	Language – Latvian	
10.00-11.30	LECTURE: The Grey Borderland between Journalism and Advertising in Europe	Richard Baerug (Norway, Latvia)
11.45-13.15	LECTURE: Corporate Blogging	Kristaps Petersons (Latvia)
13.30-15.00	Lunch Break	
15.00-16.30	WORKSHOP: Interactive Television	Kristaps Pētersons (Latvia)
16.30-21:00	Beach Party at Tuja	
Friday, 17.08.		
8.15-9.45	Language – Latvian	
10.00-11.30	LECTURE: Draugiem.lv Phenomenon in Latvia	Lauris Liberts (Latvia)
11.45-13.15	LECTURE: Does Sex Make a Difference? How Men and Women Differ Regarding Job Satisfaction and Why It Matters to Public Communication	Dr. Cindy Price (United States)
13.30-15.00	Lunch Break	
15.00-16.30	WORKSHOP: Interactive Television	Kristaps Pētersons (Latvia)
16.30-18:00	Rest and Recreation	
18.00-19.30	CLOSING – Farewell Night & Auction	
Saturday, 18.08		
	Participants depart	
Sunday 19.08		
	Participants depart	

Please, note that minor changes to this schedule are possible. Updated on July 24, 2007 by Kaspars. Latest version always available at <http://biss.va.lv>.