

The heart of a story

Storytelling as
a marketing
tool for
connecting
people

ÅPENT SEMINAR PÅ HALTI KULTURSCENE TIRSDAG 29. AUGUST KL. 09-13

PROGRAM

- 9:00-10:00 Welcome & info Our Stories
Saila Puukko (Lapland UAS) & Inger Birkelund (Ihana! as)
- 10:00-11:00 The psychology of storytelling:
"Get hooked and stay connected"
Tove I. Dahl, Professor, UiT The Arctic University of Norway
- 11:00-11:15 Coffebreak
- 11:15-12:00 Tourism and storytelling:
"Asian perspective in nature, spirituality & sustainability"
Young-Sook Lee, Professor, UiT The Arctic University of Norway
- 12:00-12:40 Examples & Experiences of using Storytelling in Travel Industry;
"Storytelling by FOOD", Björn Ylipää, Måltidsvision
- 13:00-14:00 Lunch at Halti

Seminaret er på engelsk.

Påmelding digitalt eller på tlf 920 55728 innen 25. august.

Pris: 250 kr (dekker lunsj og kaffe)

Seminaret er spesielt tilrettelagt for reiselivsbedrifter, men passer for alle som ønsker påfyll innen strategi, markedsføring og omdømmebygging.

FOR MER INFO: Trude Indrebø, Halti næringsshage

Prosjektinfo: www.ourstories.info

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We are pleased to introduce our speakers:

Tove I. Dahl, professor at the Department of Psychology at UiT The Arctic University of Norway:

Tove has an interest in how psychology can help us understand and improve learning. She is particularly interested in how we learn when we meet other cultures, and how we can use this to build bridges between people.

Her research has been focused on interest, cognitive and situated perspectives on learning, language comprehension, language acquisition/learning, peace education, learning and Assessment, learning in non-formal environments, life (and sleep) in the High North and the tourist experience – described in her article “Moving people: A Conceptual Framework for Understanding How Visitor Experiences can be Enhanced by Mindful Attention to Interest.”

Tove I. Dahl has participated in the research project Northern InSights. The main aim of the project was to carry out high quality research into (1) service innovation in experience-based tourism and (2) co-creation of values for companies, consumers and the tourism and experience industries in Northern Norway.



Young-Sook Lee, professor & director at the Centre for Sustainable Arctic Tourism (CSAT) at UiT The Arctic University of Norway:

Young-Sook Lee has been a tourism researcher and educator for over 15 years in Australia before relocating Norway, today she also acts as a member of the Global Panel of Tourism Experts at the United Nations World Tourism Organization (UNWTO).



Björn Ylipää, Creative Director at Måltidsvision (Swedish for ‘food with a vision’)

Måltidsvision is an events company that combines competences within communication, food and art. We help companies design creative events through ‘storytelling by food’. Our unique concept gives the meal an opportunity to tell a story – for example about a brand, a new product, a country or a company’s values.



Mer info: www.ourstories.info

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