

# Latvija 100 =

## 1st BalTicket Partnership and Creativity Forum



Centenary / Partnership / Digital marketing

🕒 Wednesday, 11 October 2017 at 09:30-17:00

📍 VEF Quarter Chamber hall, 5A Ieriku Street, Riga, Latvia

**bilešu  
serviss**  
bilesuserviss.lv

## PROGRAMME

- 09.30 - 10.00** Registration, meeting of partners, discussions, coffee
- 10.00** **Lilita Sparāne / Creative Industries Department of LR Culture Politics Division**  
Development trends of creative industries, publicity opportunities
- 10.10** **Inga Oliņa / Deputy Head of Latvia's Centenary Office of the Ministry of Culture - Marketing Project Manager**  
Use of Latvia's Centenary mark of affiliation in marketing of events
- 10.20** **Mārcis Gulbis / Forum of Latvia's Events**  
Cooperation possibilities for event organisers
- 10.30** **Jaanus Beilmann (Estonia) / Baltic Ticket Holdings CEO**  
Ticketing in the Baltic States: yesterday, today, tomorrow. Lecture in English
- 11.00** **Reinis Druvietis, Līga Rubine / Bīlešu Serviss**  
Possibilities of the Bīlešu Serviss, digital marketing offer
- 11.35** **Kaspars Zlidnis / Representative of VEF Quarter Chamber Hall**  
VEF Quarter Chamber Hall — new place for events
- 11.40 - 12.00** Coffee break
- 12.00** **Ģirts Majors / concert agency Positivus Music**  
Experience of POSITIVUS festival
- 12.20** **Katrīne Pļaviņa (LL.M.) / Law firm VILGERTS**  
EU General Regulation on personal data protection — Pandora box for event organisers?
- 12.50 - 13.40** Hot meal. New Hall, 2nd floor
- 13.40** **Artūrs Mednis / NEW BLACK, Creative digital content marketing agency**  
Digital marketing for event organisers
- 14.40** **Harri Kaasinen (Finland) / expert in organising events**  
How to meet customers' expectations and get new source of profit in the market?  
Lecture in English
- 15.40 - 16.00** Questions and answers
- 16.00 - 16.45** Wine, coffee and discussions

\* Programme can be changed

-  **Wednesday, 11 October 2017 at 09:30-17:00**
-  **VEF Quarter Chamber hall, 5A Ieriku Street, Riga, Latvia**

#BalTicketLV #BilesuServiss

## PARTNERS



## INVITATION

We invite event organisers to meet in the Latvia's **1st BalTicket PARTNERSHIP and CREATIVITY FORUM** to share their knowledge and experience — how to reach the target audience of their events and how to make the most of digital marketing potential!

Way from the idea to the result, just like from a seed to an apple, takes a long time and plenty of resources. We are sure that the best results can always be achieved in partnership. A key to success in any event is people who need the events you organise. They are people who are informed and are aware of the value of these events. How to address your audience, provide and convince it in the age of information abundance?

The forum will take place **under the sign of Latvia's Centenary and Creativity week radi!2017**. The Forum will be opened by the Creative Industries Department of Culture Politics Division of the Ministry of Culture, **Lilīta Sparāne**, who will tell about the latest trends in culture and creative industry sector in Latvia and how the events you organise can be included in the programme and marketing campaign of the project Creativity week radi! Deputy Head of Latvia's Centenary Office of the Ministry of Culture, marketing project manager, **Inga Oliņa**, will introduce to the possibilities of using centenary brand in publicity and marketing activities of your events.

**Mārcis Gulbis**, board member of Untitled will tell about the Forum of Latvia's Events, which is the platform for annual gathering, experience exchange and knowledge improvement among event organisers and specialists in Latvia.

Director of AS Baltic Ticket Holdings, **Jaanus Beilmann** from Estonia will present new ticketing ideas in the Baltic States. Meanwhile the representatives of the Bīlešu Serviss will tell about the cooperation possibilities of the Bīlešu Serviss.

The organiser of Latvia's largest music festival POSITIVUS, head of the concert agency Positivus Music as well as co-owner of the concert hall "Palladium", **Ģirts Majors**, will tell about experience of festival "Positivus" which has taken place for already 10 years — how to address the audience and sell tickets.

Participants of the Forum will learn about topical provisions of the European Union data protection regulation that the event organisers must comply with, especially regarding the use and storage of customer's e-mails. These issues will be discussed by **Katrine Pļaviņa**, the lawyer from the law firm VILGERTS.

Representative of VEF Quarter Chamber Hall, **Kaspars Zlidnis**, who is also known as one of the founders of street workout in Latvia and soloist of band "Gain Fast", will present the new VEF Chamber Hall and its development plans.

**Artūrs Mednis**, one of the leading social media and digital marketing experts in Latvia, will present proposals on how to plan and implement ticketing marketing campaign of an event through smart, purposeful and efficient use of resources.

The most expected guest of the Forum in ticketing sector is **Harri Kaasinen** from Finland and he will tell about business development trends in ticketing business and new potential income sources.

Event host: **Reinis Druvietis**, business development director of the Bīlešu Serviss, business trainer.

Language: Latvian and English. It is possible to provide interpretation in the Latvian and the Russian languages. Number of participants is limited.

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## PARTNERS



Kultūras ministrija



## SPEAKERS



### Artūrs Mednis

One of the leading social media and digital marketing experts in Latvia, blogger. Reads lectures on social media communication at universities — RISEBA and Turība, as well as participates in workshops, conferences and discussions in Latvia and abroad on a regular basis. Founder of the company Inspired Digital and digital content marketing agency NEW BLACK.



### Ģirts Majors

Known in Latvia mostly as the founder of the concert agency Positivus Music and Positivus Festival. Nevertheless his portfolio includes different culture projects of various scale, including production of the last Song and Dance Festival's Gala Concert. In 2003, when he founded the concert agency Positivus Music, he started organising concerts once again and brought many music celebrities to Latvia. One of them was contemporary jazz band De-Phazz, very topical at that time. In 2006 the first Positivus Festival took place; now it has become the largest popmusic and art festival in the Baltic States. A significant contribution to Latvia's musical life is restoration of the concert hall Palladium, which was opened in 2011 in the historical cinema premises.



### Harri Kaasinen (Finland)

Experienced event organiser since 1987. He has been a key figure in ticketing and event organising since 1999. Purchaser and user of six different ticketing systems. Developer of ticketing, control and non-cash payment system — CRD Systems (Piletti). The author of a unique event revenue management concept, which helps organisers attracting new revenue. Strategy and management advisor since 2013. He has introduced the first on-line shop in Finland, Lippupalvelu, which is currently a market leader. He has also worked as TV4 channel producer, reporter.



### Inga Oliņa

Head of the Latvia's Centenary Office of the Ministry of Culture - Marketing Project Manager. Guest lecturer in the University College of Economics and Culture, marketing manager of the Latvian National Centre for Culture/ communication manager of the Latvian Song and Dance Festival (2012-2016), manager of the British Council communication projects (2010-2012), manager of SIA Chameleonsounds (2009-2012).



### Jaanus Beilmann (Estonia)

He has created and developed Estonia's leading ticketing network. CEO of AS Piletilevi (since 2002), CEO of AS Baltic Ticket Holding (since 2013) and business development manager (since 2007) as well as CEO of Kassir.ru NBO (2014-2015). Main industries — sales, marketing, IT development.

## PARTNERS



## SPEAKERS



### Kaspars Zlidnis

Representative of VEF Quarter Chamber Hall. He is known for being one of the founders of street workout in Latvia and soloist of the band "Gain Fast".



### Lilita Sparāne

Manager of the Creative Industries Department of LR Culture Politics Division of the Ministry of Culture, previous manager of the project Creativity week radi! (2012-2016), CEO of Latvia IT Cluster (2006-2015), lecturer in the Banking College, founder of the international, innovative interdisciplinary cooperation platform DEMOLA.



### Mārcis Gulbis

Board member of company Untitled. He has been working in the event organising sector in Latvia since 2004 and he specialises in large-scale complicated projects, providing full range event service, creative implementation and technical production. Mārcis Gulbis and Untitled are also organisers of the Latvia Events Forum — they created a platform for meeting, experience and knowledge sharing of industry's experts.



### Katrīne Pļaviņa (LL.M.)

In the practice of EU law, Katrina advises energy and pharmaceutical companies as well as alternative network operators on compliance with industry, data protection and state aid regimes in daily life, lobbying and M&A transactions. Before returning to VILGERTS Attorneys at Law, Katrina advised Sidley Austin of the Brussels office on various EU law issues.



### Līga Rubine

Administrative Director of the Biļešu Serviss, 10 years of experience in the ticketing market. During this time several modification projects of the company have been implemented that have led to improvements of internal working environment and more efficient customer service. While working in an international environment, she has obtained a mature perspective on business development and trends in other countries. She specialises in elaboration of public procurement tenders as well as individual cooperation offers on the basis of needs of event organiser thus creating new types of services in the company.



### Reinis Druvietis

Business Development Director of the Biļešu Serviss, former producer, who has obtained extensive experience during 20 years of event management, culture project implementation in IT and creative sectors on national and international scale. Experienced event host, moderator and leader of creative team-building events. In the capacity of a Business trainer he specialises in the management strategy and staff efficiency, time management, digital marketing and organisational communication mentoring.

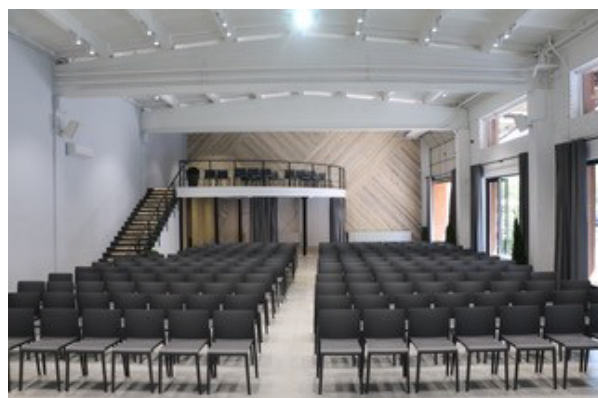
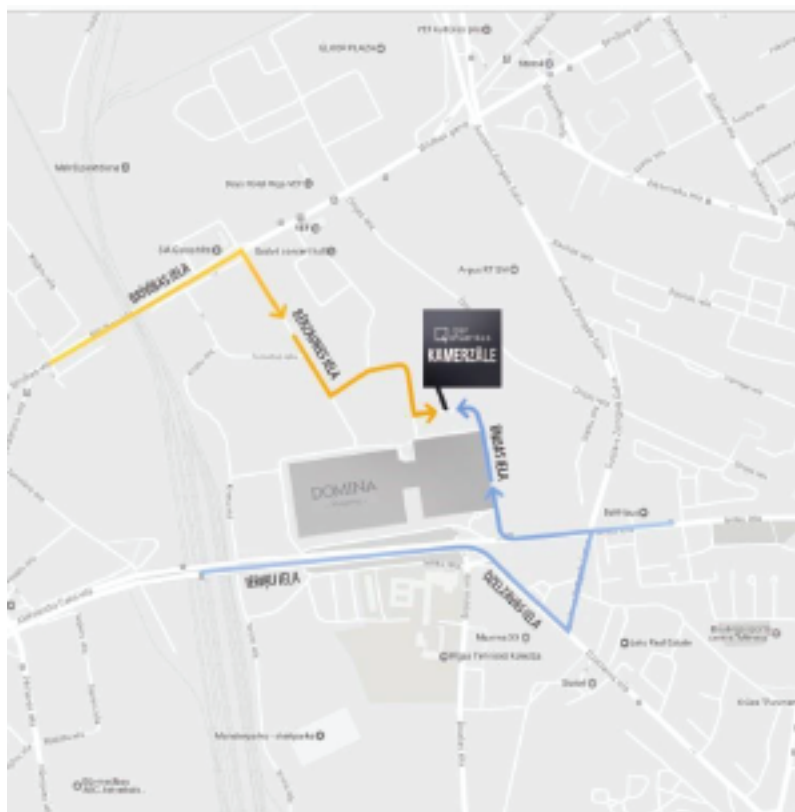
## PARTNERS



VEF  
KVARTĀLS  
**KAMERZĀLE**

VEF Quarter is located outside Riga centre, in the former factory area; its industrial collage is slowly replaced by vibrantly creative and suitable environment for flourishing companies.

Spacious and light VEF Chamber Hall, which was created as a multifunctional venue premises, is suitable for concerts, performances, brainstorming, workshops and festive moments.



**Public transport**

**Stop "FEG Brīvības ielā"**

Tram No. 3 and 6  
Trolleybus No. 12, 13, 14, 17  
Bus No. 1, 14, 16, 21, 40  
~ 10 minutes' walk until VEF Chamber Hall

**Stop - Zemitāni station**

Trolleybus No. 18, 23  
Bus No. 5, 49  
~ 12 minutes' walk until VEF Chamber Hall

**By car**

Please look for directions in the map — blue arrows in the map when driving from Čaka Street or Purvciems, or yellow arrows — if driving down Brīvības Street.

You will receive a separate car parking ticket after the registration. When you arrive at VEF Quarter, please park your car in free EuroPark parking place and put the printed parking ticket on the front panel of your car. Car parking is free of charge for the Forum participants.

# The 1st ticketing partner in the Baltic States!

**20**  
years  
of experience

## Annual facts:

- 5.5 million tickets
- 25 000+ events
- 30 million new website visitors

## Marketing:

- 1 million newsletter recipients
- 100 million+ social network views

- Events
- Concerts
- Festivals
- Performances
- Sports
- Cinema

## Solutions:

- On-line ticketing and tickets in points of sale.
  - Ticket control
- Advertisement and digital marketing

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