

UBC Communications November 2017–October 2019

The XIV General Conference of the Union of the Baltic Cities was held on 24–27 October 2017 in Växjö, Sweden. The theme of the XIV General Conference was “Leadership for the Future – Cities as Leaders for Glocal Sustainable Development”. During the General Conference, a parallel workshop “City Branding in the Baltic Sea Region” was arranged as part of the work of UBC Communications Network.

The seminar explored current trends in city branding, led by Pärtel-Peeter Pere, CEO and co-founder of Future Place Leadership. Main topics in the seminar were place branding, place making, talent attraction and change leadership, followed by a workshop. The workshop and brainstorming session focused on developing the work of UBC Communications Network for the next 1–2 year period, led by UBC Communications Manager Irene Pendolin.

UBC took new steps in social media during the General Conference. All the participants were encouraged to post about the conference in social media by using the UBC hashtag #UBC_BSR. Twitter and Instagram posts showed on screens in the lobby of the conference venue. During the conference, an Instagram competition, targeted to especially UBC Youth Conference participants, was launched where the best Instagram photo about Youth Leadership was awarded. In addition, the main sessions were streamed live and could be watched also afterwards in UBC YouTube.

The first major communication event of the UBC in 2018 took place during the UBC Conference on Integration of New Citizens on 12–14 March 2018 in Rostock. One of the workshops during the conference was on the subject of communication and equality. The main sessions in the conference were streamed live. The second major communications event of the year was “UBC Seminar on International City Marketing and Business Marketing”, which was arranged in Rostock on 28–29 November 2018. The whole seminar was streamed live. In December, UBC webinar on EU funding was arranged, gathering around 30 participants. During the 10th EUSBSR Annual Forum in Gdańsk, the UBC was active in creating news and posts about its own activities in the Forum as well as the event in general.

On 15 October 2019, UBC Communications Network will have its meeting during the XV UBC General Conference in Kaunas.

Other noteworthy communication points during November 2017–October 2019:

- UBC website has been revised to its final form.
- UBC has been active in the following social media channels: Twitter, Facebook, Instagram, LinkedIn, and YouTube.
- Altogether eight UBC newsletters have been published, including General Conference newsletters.
- The Baltic Cities Bulletin has been published in digital format two times each year.
- UBC actively posts about UBC and member cities’ news and events on its website www.ubc.net and in UBC’s social media.