

21.3 A working lab 14-16

Introduction to course and case presentation

24.3 A working lab 14-16

Your strategy workshop (voluntary), Anna Birgersdotter, get started and guidance to document

27.3 A working lab 13-15

Communication strategy, building trust and relevance, Björn Arvidsson, STUNS, Mandatory

29.3 A working lab 13-15

Communication strategy at the Swedish Food Agency, success stories and best practices Sara Johansson, Mandatory

31.3 A working lab 13-15

Communication strategy; developing the personality of a brand. Anna Birgersdotter, Mandatory

3.4 A working lab 13-14.45

Questions to case provider (voluntary)

Pitchtraining 16-17 (voluntary)

4.4 A working lab

Full day pitch delivery (in groups, one group per hour. You only need to be present for your own group), Mandatory