

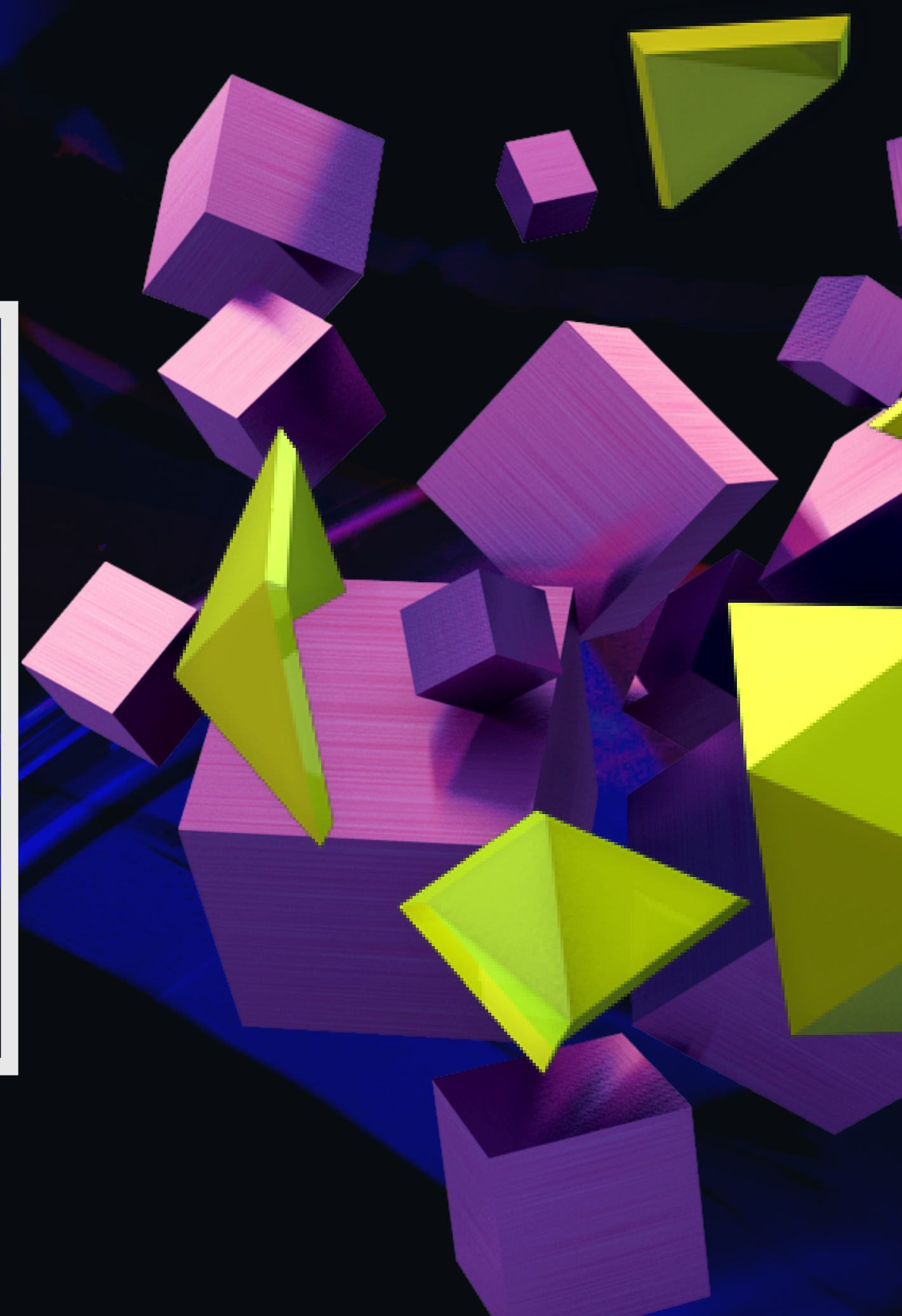
CBC 2014 - 2020
SOUTH-EAST FINLAND -RUSSIA



20.05.2021 | 10-12

INNOVATIVE PRACTICES IN DIGITAL MARKETING

Real-life cases and panel discussion



Agenda

10:00-11:00 Presentations:

- Sami Lanu, LAB University of Applied Sciences. **Time to ReThink Digital Marketing**
- Oleg Nikolaenko, AXiiO. **Opportunities for the Advertising Market in Virtual Reality**
- Juha-Pekka Natunen, Nuijamies. **Culture and arts: marketing for different industries**
- Pekka Mäkinen, Airtouch. **Can 3D and VR bridge and connect services and products?**
- Alexandra Kovaleva, Manege Central Exhibition Hall. **Manege: facing the digital challenge**

11:00-11:40 Panel discussion. Moderator: **Sami Lanu**

11:40-12:00 Q&A session



Sami Lanu

Senior Lecturer
LAB University of Applied Sciences

Sami has over 20 years experience in digital marketing, service design and digital business consulting. He has done projects with great brands like Nokia, Habbo Hotel, Finnair, DNA, Visit Finland and Lapland – The North of Finland. Master of arts, New Media Management, University of art and design Helsinki (Aalto University).



Oleg Nikolaenko

Co-founder & Creative Director
AXiiO

Oleg is the creator of theater performances and multimedia show, virtual reality projects with over twenty five years of experience directing theatre and shows in France, Greece, Germany, Switzerland, Russia and Finland. He also worked on a premiere presentation of Cirque Du Soleil in Moscow, 2009. Oleg is a recipient of numerous awards and honorary diplomas.



Juha-Pekka Natunen

Head Of Marketing and Projects
Cultural Center Nuijamies

J-P is an experienced project manager and producer with a demonstrated work history for over 15 years. He is skilled in culture management, tourism, sales and marketing, entrepreneurship, business development and event management.



Pekka Mäkinen

Founder and CEO
Airtouch

Development oriented, dynamic and operative travel industry professional with international network. Chairman of the BARIF - Board of Airline Representatives in Finland and APG Finland. Founder and CEO of Airtouch and Stopover Tourism LLC and a board member and advisor of selected international companies.



Alexandra Kovaleva

PR Director
Manege Central Exhibition Hall

Alexandra develops and oversees the communication strategy of the exhibition hall, which includes both the promotion of individual cultural and educational projects and the positioning of the Manege in the local and international arena; interaction with the audience; maintaining and developing effective relations with the media, sponsors and partners.