

**INTERNATIONAL WEEK 2015  
PROGRAMME  
16 – 20 March 2015**

**Venue:**

*The University College of Economics and Culture, 1/5 Lomonosova Street, Riga, Latvia*

*Alberta College, 22 Skolas Street, Riga, Latvia*

**Programme:**

- 16.03.2015 International Week Opening (EKA)  
14:00 Welcome, introduction (coffee and snacks) (EKA, Staff Room)  
14:30 Opening Session (EKA, room 103)  
Presentations of EKA and AK  
Participant presentations of their HEI  
16:00 Welcome Reception – meeting with teaching staff and students (EKA Café)
- 17.03.2015 9:00 Virgīnija Kvasaitė (Klaipeda State University of Applied Sciences) “Межкультурная Коммуникация” (EKA, room 313)  
10:40 Vilma Skvarčinskienė (Klaipeda State University of Applied Sciences) “Связи с общественностью в организациях культуры: стереотипы и имидж” (EKA, room 305)  
13:00 Discussion with HEI teaching staff on innovative and interactive teaching methods (AK).  
15:00 Taste of Latvia – Selection of cheeses and wines made in Latvia  
16:00 Afternoon – Old Riga walking tour and visit to a museum  
18:00 Guna Zučika “Brainstorm Management, Promotion & international exploitation “Music Production at International Market”” (AK)
- 18.03.2015 10:40 Maria Ochwat (University in Banking in Poznan) “South East Asia: Cambodia and Thailand – culture in the two countries, politics, human rights” (EKA, room 306)  
12:00 Coffee break and discussions  
12:30 International scientific practical conference for students “Students’ Research Activity: Theory and Practice’2015” (EKA)  
18:00 Katriņa Dimanta "Mana pieredze Eirovīzijā", Eirovīzijas dalībniece 2014.gadā, apvienība "Aarzemnieki" (AK)
- 19.03.2015 9:00 Maria Ochwat (University in Banking in Poznan) “New media in conflict prone societies” (AK)  
10:40 Adrija Naraškevičienė (Vilnius University of Applied Sciences) “Планирование карьеры исполнителя. Авторские и смежные права. Продюсерская деятельность. PR блок, реклама, образ и имидж артиста, связи с общественностью” (EKA, room 305)  
11:00 International scientific practical conference for students “Students’ Research Activity: Theory and Practice’2015” (AK)  
14:00 Art Nouveau and Visit to Art Nouveau museum  
16:00 Free time  
18:00 Dinner at LIDO centre
- 20.03.2015 9:00 Lectures, Workshops, Seminars of IW participants at EKA and AK (if necessary)  
11:00 Networking and IW round-up