

## **Workshop 2: Enhancing customer relations and strategic partnerships**

We know that we cannot change the food system alone. As such, our second workshop will focus on how you can utilise the value of your organisation to better connect with customers and form partnerships. We will look at how to find new customers, better connect with customers via social media, and how to create mutually beneficial partnerships - both private and public. It is important to recognise the benefits we can all produce and receive when we work better collaboratively.

**Date:** 21th of October

**Time:** 16.30 - 19.00.

**Location:** [Linderud gård](#), Trondheimsveien 319, 0593 Oslo

**Language:** English and Norwegian.

Food will be served during the workshop.

### **AGENDA:**

**16.30 - 16.50** Greetings from the organizers and introduction of participants

**16.50 - 17.30** Connect with customers via social media and communicate the value of your work

**17.30 - 17.40** Coffee break and wrap

**17.40 - 18.00** Get Noticed - How to Attract Media, by Helene Gallis from Nabolagshager

**18.00 - 18.45** Developing a strategy for partnerships

**18.45 - 19.00** Evaluation and by the organizes