

Vilnius - European Capital of Culture 2009

2008-12-09 newsletter

Newsletter is also available on www.vilnius2009.lt

24 days remain until 2009

Vilnius opens the door of 2009

National Program "Vilnius – European Capital of Culture 2009" was presented in Vilnius; it will consist of approximately 900 events of culture and art. Two thirds of the events will be free of charge and will satisfy the visitors with different tastes: connoisseurs of many fields of art, devoted admirers of one genre, and fans of the events of the entertaining nature. Judging from the experience of other countries it is forecasted that after Vilnius becomes the European Capital of Culture the flow of tourists can increase by 10%-15%. [More](#)

Invitation and presentation of the future Capital of Culture to Europe

Publicity and public relations campaign of National Program "Vilnius – European Capital of Culture 2009", one of the biggest in the Lithuanian history integrated communication campaigns abroad, is held in November in ten European States. Over 500 commercials broadcasted on TV channels in different countries, 6000 outdoor billboards, dozens of press-releases, articles in foreign press, events presenting Vilnius invite to visit Lithuania and its capital city of Vilnius. With this communication campaign Vilnius, which will become the European Capital of Culture, is opening the gates to the country celebrating the Millennium of its name. [More](#)

Employees of Vilnius service companies to learn hospitality

Almost five hundred taxi drivers, waiters, salespeople, hotel personnel, and managers of service companies have started learning to provide quality customer service. Hospitality Project „Vilnius`9 Invites“ of National Program „Vilnius – European Capital of Culture 2009“ organises free training for them. Training, which will continue to the end of December, will be attended by the total of approximately 400 service personnel and by approximately 100 managers thereof. For more information, click [here](#)

November: European treats for cinema connoisseurs

During the last two weeks in November, the annual Nordic Film Forum Scanorama was held in major Lithuanian cities of Vilnius, Kaunas and Klaipėda. Scanorama 2008 means sixteen different programs, 125 films of various genres, new production and classics, traditions and innovations, co-production forum, and guests from all over Europe. Further information about film programme Scanorama 2008 is available [here](#)

We found you and you find us

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