



9TH
NOV
2022



TalentMagnet Conference

TALENTMAGNET IN PRACTICE: TOGETHER FOR TALENT-FRIENDLY CITIES!

 **Interreg** 
Danube Transnational Programme
TalentMagnet

Dear Sir and Madam,

INVITATION

The consortium of the TalentMagnet project (Interreg Danube) is delighted to invite you to the conference: TalentMagnet in practice: Together for Talent-Friendly Cities!

Is your city experiencing brain-drain? Do bright, talented people move to other cities?

**Learn how to attract and retain young talents and become a TalentMagnet city.
Or – if you are a young talent – enjoy being “magnetized” by talent-friendly cities!**

We kindly invite you to a special event, where the focus is on the practical aspects of talent attraction and retention - international practitioners, prominent experts and city representatives share their knowledge and practical experience - tips and tricks that you can apply in your own city immediately after the conference! Intervention logic, strategies, actions, tools, and a wide range of good practices from various cities will be presented in an easy-to-use format, with the aim of transferring knowledge and practices to other cities facing similar challenges. Knowledge and practices reflecting the latest scientific results and the combined experience of the most prestigious experts and practitioners in the field - accumulated during the 3-year-long hard work of our international consortium with partners from 10 countries.

TalentMagnet ([website link](#)) project addresses major societal (demographic and labour market) challenges caused by the outmigration of highly-educated young people, primarily from small- and medium-sized towns in the Danube Region (brain drain). The main objective of TalentMagnet was to strengthen multilevel governance and improve institutional capacities to reduce the outmigration of talented young workforce.

The conference will be held in the scenic and historic town of Ptuj in SLOVEnia, hosted by the LP of the TalentMagnet project, Scientific Research Centre Bistra Ptuj and Municipality of Ptuj on 9th November 2022. Participating in the conference is free of charge.

VENUE: The Dominican Monastery (Muzejski trg 1, 2250 PTUJ) has preserved its medieval architecture, with baroque features added at the end of the 17th and beginning of 18th centuries. The renovated parts of the monastery serve as a venue for cultural events and are open to visitors.

Please sign up for the event filling the [registration form](#) until 5th November 2022.



TalentMagnet Conference

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AGENDA

- 08:30 – 09:00 Registration
09:00 – 09:15 Opening remarks
- Mrs. Nuška GAJŠEK - mayor of City Ptuj,
 - Mr. Gabriel JOHANNES - JS Interreg Danube
- 09:15 – 09:30 Story about the TALENT MAGNET

KEY SPEAKERS

- 09:30-09:50 Mr. Matjaž NEMEC - Slovenian member of EU Parliament.
09:50-11:00 Mr. Marcus ANDERSSON - Future Place Leadership - a Nordic management consultancy specializing in the development, innovation and marketing of places.

"Latest actionable insights, innovations and best practices in Europe when it comes to talent attraction and retention for places."

11:00– 11:30 Coffee break with snacks

- 11:30 – 13:00 Roundtable: What can small and medium-sized cities offer to compete for talent with metropolises / economic centers? Chair: Béla KÉZY (Hungary)
- Mrs. Nuška GAJŠEK - mayor of City Ptuj (Slovenia)
 - Julian MACHER - department head of the "Young City of Weiz" (Austria)
 - Anja FORTUNA - vice-president at the European Youth Forum (Slovenia)-tbc
 - Mr. Marcus ANDERSSON - Future Place Leadership (Sweden)
 - Young talents: Marina GAJČIN - international chess master, City Apatin and Máté GABÜLYA - co-founder of Cvekedli Pasta Bar, City Nyíregyháza

13:00-14:00 PECHA KUCHA-city partners present their local plans and solutions

14:00 – 14:15 Closure of the Conference

14:15 – 15:15 Lunch with networking