

# Guide credentials / Heidi Johansson

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After a versatile career coordinating the Master's Degree Programme in Intercultural Encounters at the University of Helsinki, working with sales and foreign rights at a publishing company, as well as managing different types of EU -projects and -programmes, I educated myself to be an authorized guide, and have since 2014 hosted delegations, guests of different Finnish companies, conference delegates or other VIP groups arriving in Helsinki.

**Languages:** I guide mostly in English and Swedish, but also in Finnish. Furthermore, I speak French and Spanish, but have not conducted tours in these languages.



## Parliament

- I work as an official guide for the Finnish Parliament. When the Secretary Generals from the Parliaments of all the EU -countries came to the Finnish Parliament for a meeting in January 2020, it was my pleasure to welcome them and guide them in the Parliament building.

## Oodi Central Library

- When Finland held the Presidency of the EU 1.7.2019-31.12.2019, I had the honor to show guests and delegates brought to Helsinki by the Presidency meetings our new livingroom in the city, the Oodi Central Library. Since Oodi was selected the World's Best New Library, it has sparked worldwide interest and brought many delegations to visit.

## Helsinki Marketing

- In 2017 I joined the team as a MyHelsinki guide for Helsinki Marketing. This role includes accompanying journalists and influencers invited to Helsinki to write and report about our city through their channels, as well as catering to tour operators looking for new destinations. Together with the PR -team at Helsinki Marketing, we create full day customized programmes for the visitors where I accompany them for the day/days they are in town.

## Smart City

- When the City of Helsinki unit for Innovation, Forum Virium, started getting more visits from delegations abroad than they could handle, they educated MyHelsinki guides to do Smart City tours in Kalasatama and Jätkäsaari. I have welcomed delegations from all around the world to experience these sites, either by myself, or combined with a presentation from Forum Virium.

## Incoming agencies

- Through incoming agencies I welcome small VIP groups of travellers, conference guests, guests of different government agencies, as well as guests of companies.

## Arabia neighborhood + littala Arabia Design Centre

- For the fourth year in a row, Finland has been announced the happiest country on earth according to the United Nation's World Happiness Report. Many journalists have been sent out by their magazines or newspapers to find out why. Several of them have arrived through Helsinki Marketing to visit me in my everyday life in the suburb of Arabia in Helsinki, where we have embarked on a programme including nature walks, design talks and sauna in my home.

I am very dedicated to my guests, and try to tailor the programme closely to the groups interests and needs. I love my job, I love welcoming people to my city, and the group can sense that from the first moment we meet.

## WARMLY WELCOME!

heidi johansson

