



AGENDA

DAY 1 - February 27, 2019

19.30	Arrival of the participants and accommodation in the hotel
20.00	DINNER

DAY 2 – February 28, 2019

08.00 – 09.00	BREAKFAST
09.00 – 10.30	Official opening of the training
	Presentation of the participants and expectations from the training
	Business planning, short term – long term <ul style="list-style-type: none"> • Short term planning • Reflection and Conclusions
10.30 – 10.45	KOFFE BREAK
10.45 – 12.30	Business planning, short term – long term
	<ul style="list-style-type: none"> • Long term planning • Reflection and Conclusions
12.30 – 13.30	LANCH
13.30 – 14.45	The needs of tourists coming to the area (requested standards)
	<ul style="list-style-type: none"> • Presentation • Questions and answers • Reflection and Conclusions
14.45 – 15.00	KOFFE BREAK
15.00 – 16.00	Tourist market innovations (demands / offers attributes)
	<ul style="list-style-type: none"> • Presentation • Questions and answers • Reflection and Conclusions
16.00 – 16.45	Dynamics in touristic offers, retaining the attention of tourists, tourist activities
	<ul style="list-style-type: none"> • Presentation • Questions and answers • Reflection and Conclusions
16.45 – 17.00	Evaluation of the day
19.30	DINNER





DAY 3 – March 1, 2019	
08.00 – 09.00	BREAKFAST
09.00 – 09.30	Reflection on the previous working day
09.30 – 10.30	Information, promotion of rural services providers capacities
	<ul style="list-style-type: none"> • Image and perception, promotional materials, web, social media
10.30 – 11.00	KOFFE BREAK
11.00 – 12.00	Improvement of online marketing skills
	<ul style="list-style-type: none"> • Presentation • Questions and answers • Reflection and Conclusions
12.00 -12.15	BREAK
12.15 – 13.30	Presentation skill for direct marketing Formal / non formal approach to tourists
	<ul style="list-style-type: none"> • Presentation • Questions and answers • Reflection and Conclusions
13.30 – 14.30	LUNCH
14.30 – 16.00	Conclusions from the training
	Evaluation of the training
	Official closing of the training

