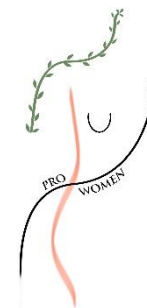




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ProWomen – Up-skilling Itineraries for Women as New Cultural Promoters to Enhance Territorial Heritage

M4: Communication and Marketing

Introduction

[name of presenter]

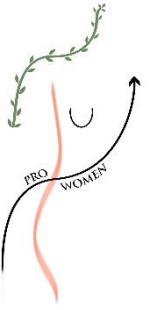
[Position and Organisation]

[Email address]



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Objectives of the Module

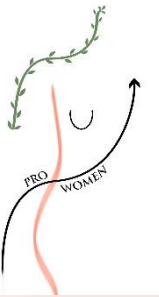
- To develop the necessary competences
- for the correct and successful business management,
- for activation, expansion and maintenance of networks,
- to meet new people potentially useful and creating new alliances





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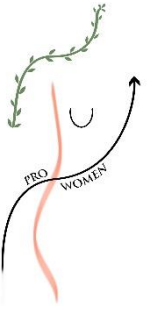
Introduction to the Module

3 sessions of 4 hours each, with a break of 10 minutes in the middle of the session

What we will discuss?

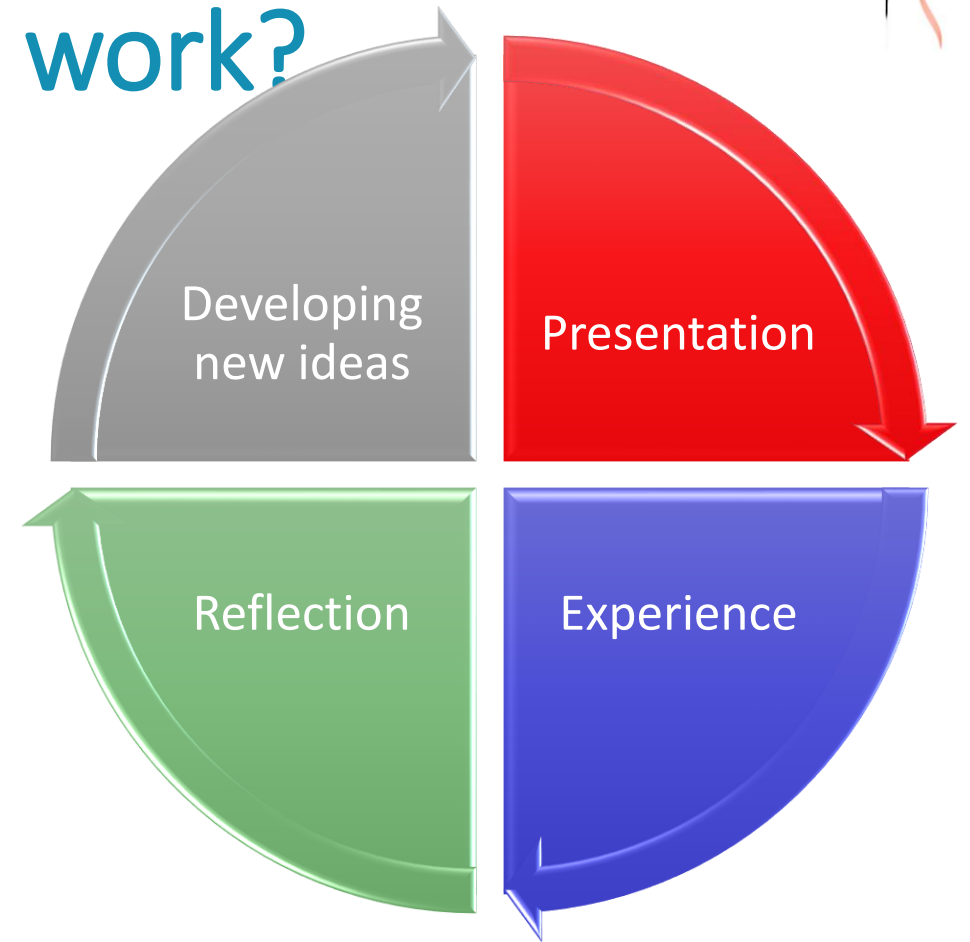
- Introduction to communication: Basics of successful communication, active listening, avoiding misunderstandings, etc.
- The importance of communication in the tourism field
- Marketing, personal branding and corporate brands
- Networking: activation, expansion and maintenance of networks, how to meet new people potentially useful and creating new alliances in a region. We will hold a Networking session with local stakeholders for the purpose of exchanging knowledge about history and local resources.
- Social media: what are appropriate channels for your' project and how to properly use them





Methodology: How we will work?

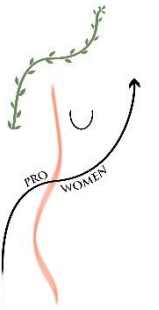
- ❖ Explanations/Presentations
- ❖ Some individual exercises
- ❖ Group work/Discussions





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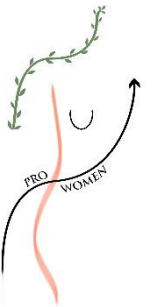


What are we going to learn?

❖ Knowledge:

- Communication theory and its application
- How communicate ethically





What are we going to learn?

❖ Skills:

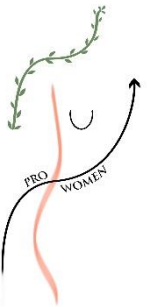
- Identifying competences useful for life and work
- Understanding
 - the opportunities in the field of communication
 - the proper use of personal and social resources
 - the meaning of Personal Branding
 - the meaning and significance of the personal and social networks / social resources for the purposes of social and labour integration.
 - social media use
 - self-promotion
- Knowing which communication competences need to be enhanced for employment





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What are we going to learn?

❖ Competence to

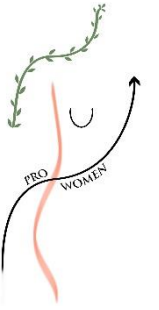
- apply appropriate communication skills according to the situation;
- facilitate positive and effective communication with groups and individuals;
- promote oneself;
- build, maintain, and manage effective relationships and networks;
- choose and work with a Social Media platform that corresponds with your skills and ideas.





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Reflection

What do you think about the
Module?

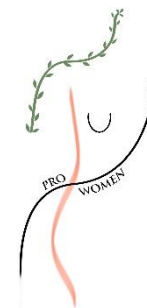
What are your expectations for
the following sessions?





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