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Project number: 2019-1-IT02-KA204-063176



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

M4: Communication and Marketing

Networks and Networking

[name of presenter]

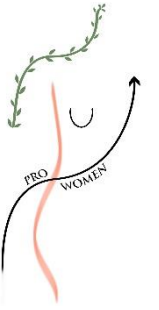
[Position and Organisation]

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Goals for today:

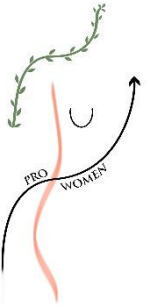
- Understanding Network concept
- Learn how to develop networks





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Networking

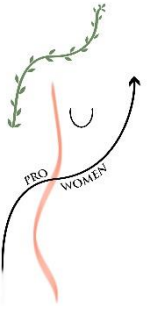
❖ Individuals

- interact with
- learn from
- get information

from other people

❖ **People** make decisions not as individuals but as actors in a social system.





Networks and Networking

Personal Networks

Socialize

Stay in touch

Be entertained

Spend time

Share content

Feel like they belong

Find help during trouble

Professional Networks

Maintain professional identity

Make useful contacts

Search for opportunities

Invest time

Keep up to date for career

Promote you business

Activate collaborations



Networks and Networking

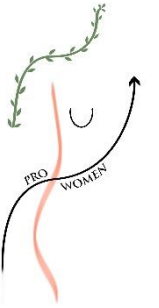
- **Networking** is about recognising and taking advantage of valuable **relationships** to get things done and to achieve a goal.
- **Networks** potentially build a sense of common destiny and support. Thus, they help to empower individuals and strengthen the work team and the organisation itself.
- Relationship networking is simply the art of meeting people and benefiting from those relationships. Often the benefit of these relationship is to obtain information and leads to further grow your business. ... The Internet is an excellent vehicle for networking.



Networks and Networking

- Many people think business networking is just about mailing out brochures or circulating around a meeting room and handing out business cards, but it is really about building long-lasting, personal relationships over time. Because networking is about building and maintaining relationships, **credibility** is a key element. Helping others is one sure-fire way to establish credibility.

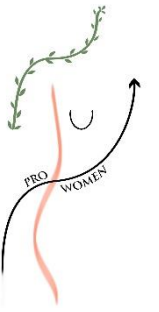




Networks and Networking

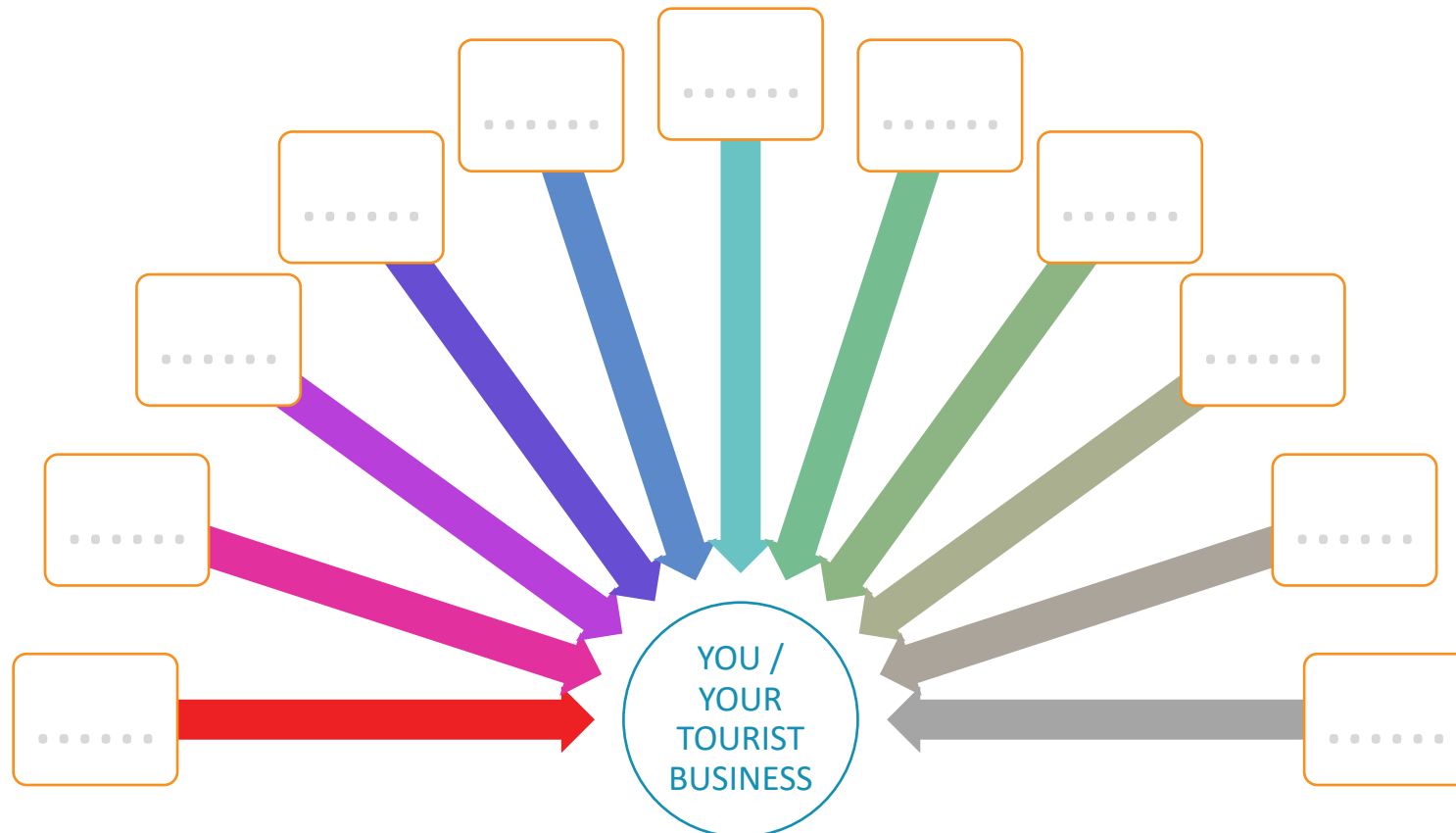
- Learn how to recover from your mistakes, in the relationships also. Everyone makes them. Just remember to never put yourself down when you do. Look for a solution that will make it work next time. Mistakes can be the very things that lead you in the new direction that turns out to be the better way than you had previously believed. What is inspiring about life is that we always have the choice to learn from our past mistakes as well as our successes.





Networking in Tourism

What stakeholders should we contact? What regional resources should we activate?





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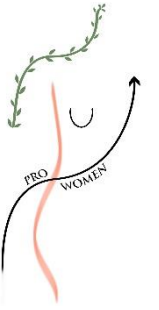
Our Networking Session

- Next time we will meet some relevant stakeholders: they can transmit us their knowledge of the history and local resources. We can learn how to network and how to work in collaboration with other local resources



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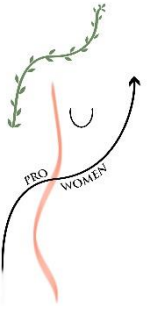


Group exercise: Prepare questions!



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Reflection

What do you think about the session?

What did you learn?

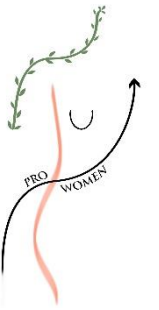
What do you need to work on?





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