



**SESRIC Tourism Capacity Building Programme
(Tourism-CaB)**

**Webinar on “Developing Effective Digital Marketing Tourism
Strategies in the OIC Member Countries”**

3 July 2024

- *The webinar will be conducted over one day through a video conferencing platform.*
- *The sessions start at 10:00 and end at 13:10 (GMT +3) Türkiye time.*
- *The link for connecting to the webinar will be sent by email to the registered participants.*
- *This webinar will be delivered in **English** without any simultaneous translation.*

DRAFT AGENDA

3 July 2024		
Time (Türkiye, GMT +3)	Session	Facilitator
10:00 – 10:15	Online Sign-in	
10:15 – 10:30	Opening Remarks	<ul style="list-style-type: none">• Dr./Mr./Ms. Name SURNAME Designation Turkish Tourism Promotion and Development Agency (TGA) (tbc)• Dr. Nenden Octavarulia SHANTY Director Training and Technical Cooperation Department SESRIC
10:30 – 11:00	1. Overview of GoTürkiye Website Management Q&A	Mr. Semih GÜROCAK Digital Marketing Coordinator TGA
11:00 – 11:30	2. Overview of GoTürkiye Social Media Platforms Q&A	• Ms. Öznur AKGÜL Digital Marketing Director TGA
11:30 – 12:00	3. Influencer Marketing and Digital Campaigns of GoTürkiye Q&A	• Ms. Beste ERÜNAL Social Media Assistant Manager TGA



12:00 – 12:05	Break	
12:05 – 12:30	4. International Tourism Trends and Development of SMART Tourism in OIC Countries <i>Q&A</i>	<ul style="list-style-type: none">• Mr. Davron ISHNAZAROV Researcher SESRIC
12:30 – 13:00	5. Topic 6 <i>Q&A</i>	<ul style="list-style-type: none">• Dr./Mr./Ms. Name SURNAME Designation UN Tourism (tbc)
13:00 – 13:10	Closure and Wrap-Up	

TIME

All times listed above are in Ankara time (UTC +3). To check the time difference for your location, please visit:

https://time.is/compare/1015_3_July_2024_in_Ankara

REGISTRATION

To access to the registration page, please click on the link below:

<https://erp.sesric.org/events/2024-WBN-DigitalMarketingTourism/Apply>

or scan the below QR code:

