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 10:20 and end at 13:00 (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

<table>
<thead>
<tr>
<th>Time (Türkiye, GMT +3)</th>
<th>Session</th>
<th>Facilitator</th>
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</thead>
<tbody>
<tr>
<td>10:15 – 10:20</td>
<td>Online Sign-in</td>
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| 10:20 – 10:30          | Opening Remarks | Dr. Nenden Octavurulia SHANTY  
                        |          | Director  
                        |          | Training and Technical  
                        |          | Cooperation Department  
                        |          | SESRIC |
| 10:30 – 11:00          | 1. Overview of GoTürkiye Website Management  
                        |          | Mr. Semih GÜROCAK  
                        |          | Digital Marketing  
                        |          | Coordinator  
                        |          | TGA |
| 11:00 – 11:30          | 2. Overview of GoTürkiye Social Media Platforms  
                        |          | Ms. Öznur AKGÜL  
                        |          | Digital Marketing Director  
                        |          | TGA |
| 11:30 – 12:00          | 3. Influencer Marketing and Digital Campaigns of GoTürkiye  
                        |          | 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  
                        |          | Mr. Davron ISHNAZAROV  
                        |          | Researcher  
<pre><code>                    |          | SESRIC |
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<table>
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</tr>
</thead>
<tbody>
<tr>
<td>12:30 – 12:50</td>
<td>5. Digital Marketing and Tourism Project Development: Insights and Areas to Consider</td>
</tr>
<tr>
<td>12:50 – 13:00</td>
<td>Closure and Wrap-Up</td>
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**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/1020_3_July_2024_in_Ankara](https://time.is/compare/1020_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](https://erp.sesric.org/events/2024-WBN-DigitalMarketingTourism/Apply)

or scan the below QR code: