



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

3 July 2024		
Time (Türkiye, GMT +3)	Session	Facilitator
10:15 – 10:20	Online Sign-in	
10:20 – 10:30	Opening Remarks	<ul style="list-style-type: none">• Dr. Nenden Octavarulia SHANTY Director Training and Technical Cooperation Department SESRIC
10:30 – 11:00	1. Overview of GoTürkiye Website Management Q&A	<ul style="list-style-type: none">• Mr. Semih GÜROCAK Digital Marketing Coordinator TGA
11:00 – 11:30	2. Overview of GoTürkiye Social Media Platforms Q&A	<ul style="list-style-type: none">• Ms. Öznur AKGÜL Digital Marketing Director TGA
11:30 – 12:00	3. Influencer Marketing and Digital Campaigns of GoTürkiye Q&A	<ul style="list-style-type: none">• 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 Q&A	<ul style="list-style-type: none">• Mr. Davron ISHNAZAROV Researcher SESRIC



12:30 – 12:50	5. Digital Marketing and Tourism Project Development: Insights and Areas to Consider <i>Q&A</i>	<ul style="list-style-type: none">Mr. Patrick FRITZ Technical Coordinator UN Tourism
12:50 – 13:00	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/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>

or scan the below QR code:

