



**UNWTO-ETC e-marketing master class:**  
**Improve your skills in developing, optimising and evaluating properly integrated e-marketing strategies**  
**23-24 October 2013, Zadar, Croatia**

**Now open for registration at <http://europe.unwto.org/masterclass>**  
**(Deadline: 10.10.2013)**  
**(Extended: 15.10.2013!)**

The UNWTO-ETC e-marketing master class has been organized to support the official launch of the brand new *ETC-UNWTO Handbook on e-marketing for tourism destinations – fully revised and extended version 3.0*.

The handbook has been prepared by TEAM Tourism Consulting; commissioned by the World Tourism Organization (UNWTO) and the European Travel Commission (ETC). Project leader Ms. Karin Elgin-Nijhuis and two co-authors, Mr. Christian Maurer and Mr. Jon Munro, will deliver this master class and guide participants through latest trends, best practice, challenges and opportunities that e-marketing offers tourism destinations.

E-marketing has grown up and no longer represents 'new' media. The marketing environment we work in has changed beyond all recognition and relentlessly pushing our brand messages to an increasingly skeptical audience is becoming less effective in driving brand equity. Our customers are engaging in more meaningful relationships with brands. It is now possible to collaborate on an unprecedented scale with anyone and everyone involved in shaping your destination brand.

Not to be missed, this master class is aimed at tourism professionals to help them take full advantage of the opportunities e-marketing offers, achieve excellence in e-marketing and manage strong destination brands in an increasingly dynamic digital environment. The Master Class will pay special attention to social media, mobile marketing and the measurement and evaluation of e-marketing activities.

## Programme

<b>Pre-start</b> 20.00	<b>22 October</b> Welcome cocktail, Hotel Ladera Sotto Voce Bar terrace
<b>Day One</b> 09:00-09:30	<b>23 October</b> Opening by: <ul style="list-style-type: none"><li>- host country Croatia: <b>Mr Želimir Kramarić</b>, Assistant Minister</li><li>- UNWTO: <b>Luigi Cabrini</b>, Director-Advisor of the Secretary-General on Sustainability</li><li>- ETC: <b>Valeria Croce</b>, Head of Department Research and Development</li></ul>
09:30-13:00	<b>Master class block 1: Trends, challenges and opportunities for tourism destinations on the social web</b> What is new in the fully revised and extended 2013 version of the Handbook on E-marketing for Tourism Destinations? What are the current trends in consumer behavior, technology and e-marketing on the social web? Covering key concepts and the latest tools and techniques available to you when developing your online destination brand, marketing strategy and preparing your destination for 'Europe 2020'?

Interactive master class by **Karin Elgin-Nijhuis** and **Jon Munro**, Consultants, TEAM Tourism Consulting



Featuring:

**Jean-François Serpieter**, e-Marketing Manager, European Travel Commission (ETC), on:

‘A digital strategy for destination Europe 2020’.

**Slaven Reljić**, Croatian National Tourist Board, Assistant Director, Strategic Planning & Marketing, on: Overview of Strategical Marketing Plan for Croatian Tourism 2014 – 2020

**Ivana Mikleuš Stojnić**, Head of E-marketing, Croatian National Tourist Board, on: Social media and mobile apps for Croatian Tourism.

**Pascal Clement**, Head of Travel Intelligence, Amadeus, on: Opportunities Amadeus offers DMO’s

11:00-11:20 Coffee & networking

13:00-14:00 Lunch

14:00-17:20 **Master class block 2: Mobile tourism, mobile technologies and mobile marketing**

Smart mobile devices, such as smartphones and tablets, and their new features have led to constantly connected lifestyles where consumers increasingly engage with brands and each other seamlessly through a multiplicity of online touch points. Mobile tourism and mobile marketing offer great opportunities to DMO’s. Whether your DMO opts for a native app, a mobile web app and/or a mobile website depends mainly on the DMO’s marketing objectives, target audience, and available budget. In this session you will learn how you can align your mobile marketing strategy with the overall marketing and communication strategy of the DMO.

Interactive master class by **Christian Maurer**, Consultant, Team Tourism Consulting & Professor Tourism and Leisure Management, University of Applied Sciences Krems, Austria, and **Jon Munro**, Consultant TEAM Tourism Consulting

Featuring:

**Pascal Clement**, Head of Travel Intelligence, Amadeus, on: ‘Inspired by Europe – The ETC Trip Inspirer Application’.

**Andrea Kostner**, Deputy Director Content Management & Production Vienna Tourist Board, on: ‘The mobile strategy of the Vienna Tourist board. Do DMOs really need an App? Mobile Web vs. Mobile App’.

**Vlatka Šipoš**, Sales Manager at Five Minutes Ltd. on: Mobile technology for mobile tourism

15:40-16:00 Coffee & networking

17:20-17:30 Closing

**Day two 24 October 2013**

09:00-09:05 Opening

09:05-10:20 **Master class block 3: Measurement and evaluation of e-marketing activities**

Learn how to set objectives and establish the right Key Performance Indicators (KPIs). Using web analytics, social analytics and other sources of data to plan, deliver, optimize and evaluate your e-marketing programmes. Make sense of measurement and evaluation and learn how to become a more data driven destination marketing organization.

Interactive master class by **Jon Munro**, Consultant, TEAM Tourism Consulting



**Nikola Jellačić**, Industry Manager at Google, Croatia, on:

'How does destination marketing differ from direct sales marketing? Destinations and accommodation providers advertise online, but with different goals and in different ways. Learn how to align your overall goals with online goals and see how to measure them with Google Analytics and with best practice cases from around the world.

10:20-10:40 Coffee & networking

10:40-11:20 **Keynote: Online destination brands.**

In a world where tourism, trade and foreign investment are ever more fundamental to growth, where people become ever more mobile, and where more and more media is social, managing the reputation of your destination has become an increasingly daunting task. Fortunately technology and e-marketing can be of assistance.

Featuring:

**Robert Govers**, Scholar, Advisor and Editor of the Journal of Place Branding and Public Diplomacy

11:20-11:30 Wrap-up and closing

**Afternoon:** Coffee, finger food and networking + social / technical visit: sightseeing tour of Zadar (organized by host country)