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Communication and public relations for EUSAIR Facility Point Project

REPUBLIKA HRVATSKA

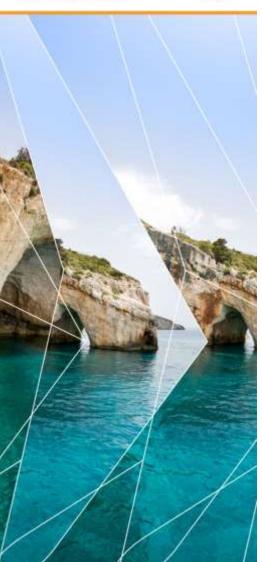
Ministarstvo

turizma i sporta

18th TSG4 meeting, October 18, 2022



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Biljana Bekić

Master's degree in sociology

- Journalism expirience
- 12 years experience in providing communication services to EU funded projects
- 12 years of experience in international marketing communication agencies
 bbekic@marsi.hr

Andrija Rudić, owner Master's degree in journalism

- Journalism experience
- 16 years EU project experience
- 12 years of PR experience
- 25+ years of graphic communication experience andrija@aldonia.hr

Contract signed May 22, 2020 _ End date November 30, 2022 Contract Annex December 1, 2022 _ End date July 31, 2023



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The main communication goals

Phase 1 – Raise awareness Phase 2 - Increase knowledge, interest and motivation Phase 3 - Change of attitudes

/EUSAIR Communication strategy/





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Short overview

COVID-19 restrictions decreased/cancelled

- more direct contact more media coverage possible
- less pandemic restrictions higher competition for the media coverage /more events/

Looking for interesting data that could make a difference in the interest of media (infographics formats etc)



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Communication - Phase 2

22/06/2020 – 01/11/2020 **OVERALL:** minimum **77** published stories and articles in different public media and social networks

Communication - Phase 3

02/11/2020 – 01/05/2021 **OVERALL:** minimum **73** published stories and articles in different public media and social networks

Communication – Phase 4

02/05/2021 – 01/11/2021 **OVERALL:** minimum **46** published stories and articles in different public media and social networks + 3 TV stories

Communication – Phase 5

02/11/2021 – 03/05/2022 **OVERALL:** minimum **63** published stories and articles in different public media and social networks

Communication – Phase 5 - 2

04/05/2022 – 18/10/2022 **OVERALL:** minimum **35** published stories and articles in different public media and social networks

Outcome: 294 public appearances in 28 months



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Communnication support has been given to

May-Sept 2022

- The 17th TSG4 meeting
- The 7th EUSAIR Forum
- The Mediterranean Coast and Macro-regional Strategies Week 2022

Communnication support plan to be given to

Oct-Dec 2022

- The 18th TSG4 meeting
- EUSAIR Communication Academy/Bled
- National Capacity Building Workshop/Plitvice Lakes National Park

Thematic texts on Cultural Routs CoE, Transition Pathway for tourism, Various Sustainable tourism sub-themes













EUSAIR Journalist award The powerful communication tool

- January 2023 Announcement
- May 2023 Evaluation
- June 2023 The award ceremony.

In partnership with FIJET Croatia, part of the World Federation of Travel Journalists and Writers FIJET



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Thank you!

bbekic@marsi.hr andrija@aldonia.hr