

TRAINING PR & CUSTOMER RELATIONS	
Basic information	
<i>Type of training</i>	Informal education
<i>Duration</i>	2 days; 4-hours a day
<i>Level of difficulty</i>	Intermediate to Advanced
<i>Mentor</i>	Andjela Djokic, Spec Sci in Tourism Management
<i>Topics</i>	<ol style="list-style-type: none"> 1. Importance of the visual identity 2. PR & Branding 3. Travelling trends & customer relations 4. Sustainable development – Eco & rural approach to the market
<i>Main goals</i>	<ul style="list-style-type: none"> • To learn how to present a consistent visual identity and how it affects the market groups. • To improve the branding of their products and the communication with media and various communities. • To learn the importance of being informed and up to date as well as the importance to think ahead and long term. This will increase the level of service and the overall customers' experience. • To learn how to present positive actions and support local communities when possible, to bring more awareness of eco & rural.
<i>Expected results</i>	Participants will be able to present their products and brands to the market in a more successful way. Customer relations will be improved.
<i>Reference</i>	Scorecards and Online meetings with applicants
Training Content and Metodology	
<i>Content & Training Flow Description</i>	<p>Theoretical approach & presentation Learning and discussing the importance of visual identity and its consistency through presenting ways and examples to follow. Testing and improving participants' communication in-between market & media. Customer relations in theory and practise – comparison. Personal experience as a host and/or as a guest. Presentation on eco & rural SDG. Show-cases from the market.</p> <p>Practical work The participants will be divided into groups and each group will get an assignment with the same content but different goals for the campaign they should create and present. This assignment will include their knowledge of the market, it will test their media abilities and customer care and will show their engagement in branding of their products.</p>
<i>Methodology</i>	Lecture with a presentation of successful show-cases; Groupwork – active participation (exercise, discussion, demonstration); Immediate practising with the mentor.

Logistics	
<i>No. of participants (max 10)</i>	<i>5 - 10 service providers/SMEs on the project (tour operators, guides, F&B service representatives, accommodation providers, outdoor activities service providers...)</i>
<i>Location</i>	<i>- indoor or covered space with tables and chairs</i>
<i>Necessary tools and equipment</i>	<ul style="list-style-type: none"> <i>- a projector and a projection screen</i> <i>- laptop computer(s)</i> <i>- internet connection</i> <i>- whiteboard and markers</i>
<i>Features included</i>	<ul style="list-style-type: none"> <i>- refreshments (coffee, tea, water)</i> <i>- group lunch</i> <i>- transportation and accommodation (mentors & participants)</i>

Training PR & CUSTOMER RELATIONS Agenda

Day 1 30 September	
Activity	Time
Registration and introduction. <i>Presentation of the project Support to the Inbound Tourism Development in the Western Balkans Cross-Border Rural Areas implemented by the Regional Rural Development Standing Working Group in SEE (SWG) and co-financed by the USAID Economic Development, Governance and Enterprise Growth Project and SWG</i>	09:00-09:30
Part 1 – Visual identity, PR & branding Goal To learn how to present a consistent visual identity and how it affects the branding of their products and the communication with media and various communities.	09:30-11:00
Break	11:00-11:30
Part 2 – Customer relations & Sustainable development	11:30-13:00

Goal To learn the importance of a positive overall customers' experience. To present positive actions and support local communities.	
Lunch break	13:00-14:00
Final discussion, preparation for day 2, Q&A	14:00-15:00

Day 2 01 October	
Activity	Time
Registration	09:00-09:30
Part 1 – Create a campaign by the assignment given by the mentor (Group work) Goal To create content, flow, visual identity for a campaign that will include customer care, media and partners communication, social media plan...	09:30-11:00
Break	11:00-11:30
Part 2 – Group presentation of the assignment Goal To present to mentors and other participants the campaign they built.	11:30-13:00
Lunch break	13:00-14:00
Discussion, evaluation and finale	14:00-15:00