

# I-Archeo.S. - Integrated System of the Natural and Cultural Heritage and the Cultural Activities

## **PRIORITY AXIS 3 “ENVIRONMENT AND CULTURAL HERITAGE”**

**Specific objective 3.1 “Make natural and cultural heritage a leverage for sustainable and more balanced territorial development”**

Title of deliverable (as in SIU): **Promotional campaigns for the local audience.**

Work package number, name of Work Package:

**WP4THE ENHANCEMENT**

Activity number, name of activity:

**4.2 PILOT ACTION**

Partner in charge (author): **P4**

Partners involved: **P4**

Status (draft, final, N.\_ version, etc.): **Final**

Distribution (confidential, public, etc.): **public**

Date(s): **April-May 2019**

# PROMOTIONAL CAMPAIGNS FOR THE LOCAL AUDIENCE

## Meaning/intention of the promotional campaign.

According to the “communication Strategy Plan” of the Project elaborated by the I-Archeo.S. Editorial Board and following the suggestions of Ottavia Ricci, one of the members of the Pool of Experts for “Sustainable Tourism Marketing”, it has been adopted a **bottom-up approach** for the “promotional campaigns for the local audience”: the Editorial Board has worked on a deep storytelling of the project through the online tools.

Several actions have been embraced by the Partners in this perspective, for example: involving influencers, storyteller, journalists, asking the public for suggestions of feedback.

The hashtag #iarcheos has been created and used by all the Partners, related to the official hashtag #interreg.

The heart of the social media strategy has been the STORYTELLING: each partner with its stakeholders has done a photo-report and narrated the activities creating emotional connection with the public and encourage to live the experience.

Communication through Pučko otvoreno učilište Poreč Facebook and Instagram during the Pilot Action. Hashtags used: #okoloporec #tjedankultureživljenja #iarcheos



**Pučko otvoreno učilište Poreč** si trova qui: Kazalište Poreč.

24 aprile · Parenzo, regione istriana, Croazia ·

Danas smo na konferenciji za medije predstavili **OKOLO – Tjedan kulture življenja / Living Culture Week Poreč**.

Govorili su županijski pročelnik za kulturu Vladimir Torbica, zamjenik porečkog gradonačelnika Elio Štifanić i direktor TZ-a Grada Poreča Nenad Velenik te ravnateljica Učilišta Snježana Radetić i voditelj projekta David Belas.

Počinjemo 28. travnja!

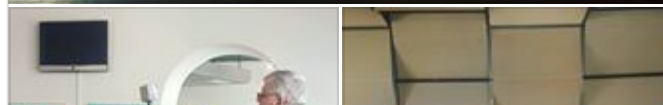
Program je dostupan na [www.poup.hr](http://www.poup.hr).

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#OKOLOPorec #TjedanKultureŽivljenja

#IArcheoS

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+3

Tu, Anita Pilat, Snježana Radetić e altri 19

Condivisioni: 2

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[Condividi](#)

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**Pučko otvoreno učilište Poreč** si trova qui: **Atelier Amina Art 290.**

1 maggio · Parenzo, regione istriana, Croazia ·


U šetnji starogradskom jezgrom tijekom [#OKOLOPorec](#) navratite u **Atelier Amina Art!**

Svakodnevno od 11.30 do 16 h možete vidjeti kako nastaju slike, pitati sve što vas zanima o procesu ili kupiti rad po prigodnoj cijeni.

[#TjedanKultureŽivljenja](#) [#IArcheoS](#)

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59 Commenti: 3 Condivisioni: 3

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**Mi piace** **Commenta** **Condividi**

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**Pučko otvoreno učilište Poreč** si trova qui: **Atelier Vidović.**

30 aprile · Parenzo, regione istriana, Croazia ·

Tijekom **#OKOLOPorec** svakodnevno možete na radionicu slikanja u atelier Vidović u dopodnevnom, a od četvrtka i na painting session u popodnevnom satima.

Radionica: svaki dan do 5. 5., od 10 do 14 h na adresi Perci 9a, Tar  
Painting session (besplatno): od 2. do 5. 5., od 16 do 19 h, ispred restorana Sunset i caffe bara Habitat, Poreč

Kontakt:

+385 99 302 67 88 (Snježana Vidović)

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Snježana Radetić, Suzana Rupenović e altri 11

Condivisioni: 7

Mi piace

Commenta

Condividi

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