

## WORKSHOP: DIGITAL MARKETING IN THE SERVICE OF PROMOTING SUSTAINABLE PROJECTS

June 29, 2023 from 11:00 a.m. to 1:00 p.m.  
Adriatic Business Center (conference hall)  
Narodnog preporoda 4, 22000 Šibenik

Bearing in mind the importance of digital marketing and media in promoting sustainability and sustainable tourism, on Thursday, June 29, 2023, as part of the TAKE IT SLOW project, Development Agency of Šibenik-Knin County is organizing for all interested participants of European projects, representatives of public administration and entrepreneurs, education on the topic of digital marketing.

The lecture will be held by Ph.D. Jelena Šišara, senior lecturer at the Polytechnic in Šibenik, who has many years of experience in the field of marketing in tourism and digital marketing. As a presenter and moderator, she participated in the work of numerous professional and scientific conferences.

The education is open, free for all interested parties, interactive and will contain numerous examples from practice.

We kindly ask you to confirm your arrival at the workshop electronically by Wednesday, June 28, 2023, by email: [anita.strkalj@rra-sibenik.hr](mailto:anita.strkalj@rra-sibenik.hr) or by phone at +091 588 38 12.

### **Program of the workshop**

**Date and time: Thursday, June 29, 2023  
11:00 a.m. – 2:00 p.m**

**Place: Adriatic Business Center – ABC  
(Conference Hall)  
Narodnog poporod 4, 22000 Šibenik.**

**Lecturer : Ph.D. Jelena Šišara**

**Introduction to digital marketing  
Digital marketing strategy  
Website and Search Engine Optimization  
(SEO)  
Advertising on social networks  
E-mail marketing  
Analysis of results and monitoring of  
effectiveness  
A concrete example**

*\*\*\* Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow " (TAKE IT SLOW) is a strategic tourism project worth more than 3.7 million euros, co-financed (85%) from the European Regional Development Fund through the Italy-Croatia cross-border cooperation program. The leading partner is Dubrovnik-Neretva County, and the project partners are Public Institution RERA SD for Coordination and Development of Split-Dalmatia County, Public Institution Development Agency of Šibenik-Knin County, University of Zadar, Istria County, PROMOTURISMOFVG, Veneto Region, Development Agency of Marche Region, Region of Molise, Public Theater of Puglia - Regional Consortium for Art and Culture, Region of Emilia- Romagna, Region of Abruzzo and Region of Puglia. The project was designed with the aim of managing and promoting the Adriatic as a green, smart, sustainable destination. TAKE [IT SLOW website](#) / [Facebook](#) / [Instagram](#) / [Twitter](#) / [YouTube](#)*