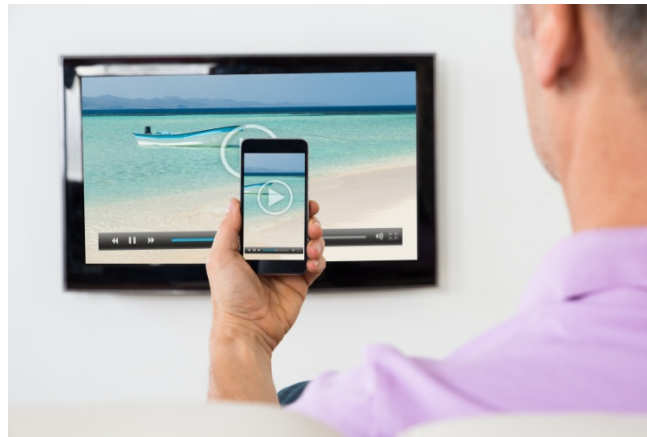


## EUROPEAN FEDERATION OF TOURIST GUIDE ASSOCIATIONS

### INTERNET MARKETING FOR TOURIST GUIDES

The world is changing as is tourists' behaviour. Privately guided tailor-made tours and the demand for local experiences keep increasing. If tourist guides want to be in a market they have to follow and be familiar with new trends. Your business webpage, your activity on social media or testimonials and clients' reviews play an important role in getting requests for more guided tours. In other words, you must be present on the internet nowadays!



If you are a professional qualified tourist guide, you need to take care of your business and web image. You may like it or not, but today without a good promotion on the internet you won't work a lot. That's obvious. It's not because you are not good – you might be the best one, but no one will check it if they cannot easily find you.

How do we search for the tourist guide in the 21st century? What's important in promoting your service? Our seminar will help you to check what you do correctly, what you can improve or should definitely change. That's your business – take care of it!

### Who should attend? ... Learning outcomes

This Seminar is for all qualified Tourist Guides, who want to:

- know how to be more visible on the internet to their potential clients,
- explore ways of promoting your tourist guide service on the internet,
- get hints on creating or improving your business website according to the e-marketing trends,
- find out what's the current position of your webpage in Google search and how to improve these results (organic & paid positioning),
- be familiar with reservation platforms offering tourist guide services,
- find out the power of testimonials and reviews,
- discuss the role of social media in promoting and selling tourist guide services.

## Seminar Objectives

The seminar will enable participants to:

- understand the importance of internet marketing,
- give useful hints & tools that you can use automatically after the training to improve your internet communication with potential customers

## Training Methodology

- Presentation of good practice
- Working in the real internet environment (laptop or tablet is required by participants)
- Checking up on current knowledge and improving it
- Sharing opinions and experience
- Consulting on the best solutions for a certain case

<b>Seminar Duration:</b>	Saturday 24 November 2018 15.30 to 19.30
<b>Seminar Venue:</b>	Hotel Ibis Styles, Heraklion, Crete
<b>Number of Participants:</b>	Minimum of 8 participants
<b>Trainer:</b>	<b>Radoslaw Szafranowicz Maloziec</b> , Poland, FEG accredited trainer & WFTGA International Trainer Assisted by <b>Jessie McDonald</b> , Ireland
<b>Registration Deadline:</b>	31 <sup>st</sup> August 2018
<b>Seminar Cost:</b>	95 EUR per person
<b>Bank Account Details:</b>	FEG-EUROPEAN TOURIST GUIDE FED  Montepio Geral, NIB 0036 0183 99100 0397 9522  IBAN PT50 0036 0183 99100 0397 9522  MPIOPTPL

**Bookings / Payment bank receipts to be sent to Paulo Cosme on:**

[paulocosme@feg-touristguides.org](mailto:paulocosme@feg-touristguides.org)

**With copy to FEG Secretariat on:**

[secretariat@feg-touristguides.org](mailto:secretariat@feg-touristguides.org)

Confirmation upon receipt of payment

List of the participants will be confirmed based on the order of registration date

FEG reserves the right to cancel Seminars if there is insufficient enrolment

A FEG attendance certificate will be issued to participants

**PLACES ARE LIMITED!!!  
EARLY BOOKING RECOMMENDED!!!**