

# Digitalization development

## Planned webinars

### for VAE II

#### SOCIAL MEDIA

##### **Webinar 1 Why you need a social media strategy and how to build it (Aug 26th 2019)**

Think different about your social media marketing. Get tools to set up your own social media strategy and how to practice target communication.

##### **Webinar 2 Digital marketing and storytelling in social media (Sept 18th 2019)**

Stop focusing on what you *need* to say, and start thinking about what the customer wants to hear.

##### **Webinar 3 Actively in social media (Oct 23rd 2019)**

How do you know if your effort on social media is working? This webinar will emphasize the importance of monitoring your SoMe channels and learning from the different data.

##### **Webinar 4 Which channels are used for dreaming, planning and purchasing (20th Nov 2019)**

How is the customer's digital journey? The webinar will take a closer look on which channel can give the best leads and how you should communicate in the different channels.

#### DIGITALIZATION STRATEGY

##### **Webinar 5 Why and how to build strategy for digitalization development (Jan 2020)**

In what condition is the company today in the digitalization subject, where do you want to go and how to get there.

##### **Webinar 6 Digital ecosystem in company (Feb 2020)**

What digital ecosystem your company needs, depends on the of resources you have, both human and financial. What can you do yourself and what to outsource? This webinar will also give an overview over the different back office systems and the value to use it.



##### **Webinar 7 Webpage (March 2020)**

How is your website really doing? We will go through the different steps of search engine optimization (SEO) and give an introduction on what tools to use in your work to make your company visible in Google.

#### BOOKING AND ONLINE BOOKING

##### **Webinar 8 Needed structure in own units, how to build sellable booking tools (April 2020)**

The webinar will focus on what to consider when planning the structure for booking tools. Attendees will share experience with different booking tools.

##### **Webinar 9 Distribution channel strategy and how to use common OTA actors (May 2020)**

Over the past two decades, online travel agencies, or OTAs (companies such as Booking.com, Airbnb), have redefined how travelers book their travels. This webinar is a checklist what to think about before choosing an online travel agent as a partner.

#### AR AND AI

##### **Webinar 10 AR and AI (June 2020)**

Are face-to-face interaction with customer obsolete? Has the future already arrived? Learn how the tourist industry is using virtual reality and artificial intelligence today and what the projections are going forward.

*All webinars will be held from 12.00-14.00 Norwegian and Swedish time (13.00-15.00 Finnish time).*

*Dates TBA*