

ERASMUS KA2 STORIE PROJECT
Final online conference
22nd April, 2021,
between 9.00 – 11.45 a.m.

Registration is open till 4p.m. on the 20/4/2021 on this Zoom link:
https://zoom.us/webinar/register/WN_yX_06xIkSYaTH7SvKoVJHg

(participation is free of charge, simultaneous translation provided)

- 9:00-9:10 **Opening of conference** (Katalin Szűcs as moderator – Kontakt), in HU
- 9:10-9:25 **STORIE main results** (Zoltán Haász – Velencei), in HU
- 9:25-9:30 **Module 1 introductory video** (Intangible cultural heritage in tourism), in EN
- 9:30-9:50 **STORIE online application** (Endre Boros - Interrégió and Gabriella Márton – Kontakt), in HU
- 9:50-9:55 **Module 2 introductory video** (Marketing), in EN
- 9:55-10.45 **Practical product club examples from each participating country**
- „Honey routes“ – Cyprus (Vita Adomaviciute, Director, Learning Detours), in EN
- Culinary cruise "Fish road" - Lithuania (Phd Agnė Vaitkuvienė, President Lithuania Countryside Tourism Association), in EN
- Bee2Be Route – Croatia (Tihana Harmund, Director, Development Agency VTA), in EN
- Cheese Route Product Club – Spain (Paula Matias Roca, project manager, EOLAS), in EN
- Product clubs in Matyóland – Hungary (Gabriella Márton, Director, Kontakt), in HU
- 10.45-11.15 **Current trends in tourism** (TBC – Hungarian Tourism Agency), in HU



- 11.15-11.30 **Questions and answers** (questions can be submitted in writing under the Q&A section during the conference)
- 11.30-11.45 **Closure of the conference** (Katalin Szűcs as moderator – Kontakt), in HU
- Module 3 and Module 4 introductory videos** (E-marketing and social media, Creativity techniques), in EN