

## NEW DIGITAL REALITY

**Workshops for digital promotion of the companies from the South-East planning region through online marketing, promotion and sales**

### AGENDA

**Date: 13 - 14 & 16 - 17 March 2023**

**Venue: Hotel Sirius, Strumica**

**Moderators: Stojancho Kitanovikj & Kostadin Stojchev – brand marketing experts**

<b>13/16.03.2023</b>	<b>Description</b>
09:00 – 09:30	Registration of participants
09:30 - 09:45	Welcome speech by a representative from the Centre for development of the South-East planning region and presentation of the agenda
09:45 - 11:00	Digital transformation and types of information systems <ul style="list-style-type: none"> <li>- The most used information systems in the process of digital transformation.</li> <li>- The need to create custom software according to the user's needs, benefits and challenges.</li> <li>- Outsourcing of software development during the digital transformation process.</li> </ul>
11:00 - 11:30	Coffee break
11:30 - 12:45	Trends in digital transformation <ul style="list-style-type: none"> <li>- Cloud and Hybrid Cloud environment.</li> <li>- XaaS.</li> <li>- Artificial intelligence and machine learning.</li> <li>- Investing in "cybersecurity".</li> </ul>
12:45 – 13:00	Questions and answers
13:00 – 14:00	Lunch
14.00 – 15.15	Using new media in the process of creating a successful brand story <ul style="list-style-type: none"> <li>- Using digital tools to automate social media content posting.</li> <li>- Creating SEO content for your website or blog.</li> <li>- Effective ways to create multimedia content.</li> </ul>
15.15 – 16.00	Discussion, questions and answers
19:00	Dinner

14/17.03.2023	Description
09:00 – 09:30	Registration of participants
09:30 - 11:00	Online sales by creating a website with an online store <ul style="list-style-type: none"> <li>- Installation and setup of WordPress and WooCommerce.</li> <li>- Creation of product and product categories.</li> <li>- WordPress SEO.</li> </ul>
11:00 - 11:30	Coffee break
11:30 - 12:45	Digital marketing <ul style="list-style-type: none"> <li>- Creation of ICP (ideal customer profile).</li> <li>- Creating digital campaigns that convert.</li> <li>- Creating target groups for digital ads.</li> <li>- Email campaigns, "cold mails" and domestic legislation.</li> </ul>
12:45 – 13:00	Questions and answers
13:00 – 14.00	Lunch
14.00 - 15.15	Rapid development through data analysis in the marketing and sales process (Basics of "Growth hacking") <ul style="list-style-type: none"> <li>- Examples of creative ways for rapid development without the need for a large marketing budget.</li> </ul>
15:15 - 16:00	Discussion, questions and answers
19:00	Dinner