**1. GENERAL INFORMATION**

SLOVAKIA TRAVEL in Bratislava would like to invite you to the Online Tourism Workshop For The Israeli market organized on behalf of “Discover Central Europe” – joint promotional initiative of the Czech Republic, Hungary, Poland and Slovakia (Visegrad Group - V4).

Main topics of the workshop: nature, offers of active tourism, spa, historical monuments (including Jewish heritage), city breaks.

**2. WORKSHOP PROGRAMME SCHEDULE**

We have the availability of **15 Sellers** per country (totally 60 companies) for the representatives:

* Destination Management Companies
* regions, convention bureaus, spa, hotels, attractions

The meetings will be scheduled with the use of the **Reservation Page** and **Zoom** for online communication. The Reservation Page will present Sellers and enable Buyers to request meetings with the Sellers. You will be able to confirm or cancel the meeting but you will not be able to request the meeting. You need to have Zoom platform installed (<https://zoom.us>). The language of the event is English.

After your application approval ( the information about the aplication form is bellow) you will  
receive the link (access) to the Reservation Page, to check and edit all the necessary data to attract the Buyers.

We will open the system for the Buyers to book the meetings on **3 th November 2021** and we will start our activities on that date as well. We are going to use both own data and external help in order to fill up your agenda as much as possible but you need to remember that it is only the attractiveness of your offer that will create the meetings. The organizers have no influence on the number of meetings, that can happen. Therefore we suggest to use this opportunity to maximize your performance and communicate this event also to those you would like to be in contact with.

We will close the system for the Buyers to book the meetings on 17 th November 2021 and you should get your complete agenda a day before the event starts(22 **th** November 2021).

**Test connections and training for the use of the communication platform will take place 5-7 days before the event (for NTO and the Sellers).**

The attendance in the Online Tourism Workshop For The Israeli Market is free of charge.

**Program:**

**Date:** **23th November 2021**

10.00 – 11.00 **Welcome speech and Presentations of Central Europe destinations**

Tourism Authority of the Slovak Republic - SLOVAKIA TRAVEL welcome note on behalf of all the partners and V4 countries presentations given by representatives of National Tourism Boards of V4(10 minutes for each country, presentation pre-registered)

11.00 - 15.00 B2B meetings - roundtable

15.00 -15.05 the end of the day

**Date: 24th November 2021**

10.00 - 10.05 the start of the day

10.05 – 14.00 B2B meetings - roundtable

14.00 – 14.30 the end of the event, possibility of individual chats with the participants

**3. PARTICIPATION CONDITIONS**

**The organizer provides during the workshop:**

* Space for a 10-minutes presentation by country (National Tourist Boards only)
* Moderating of the presentation panel
* 15 roundtables per Country and 1 for NTO
* Speed dates on 23th and 24th November with Israeli professionals (15 minutes per session)
* Technical support

**Registration deadline: 20 th  October 2021**

**To participate in the Online Tourism Workshop please fill in the APPLICATION FORM (attached) and send it to:** [karafiatova@czechtourism.cz](mailto:karafiatova@czechtourism.cz)

**Together with the Application Form please send as well:**

1.One picture of your company/destination for your tailormade roundtable - **1920x1080 (Full HD)**

2.    One small logo for the online platform: **274 x 108 pixels, preferably transparent background.**

3.    One larger image of your company/destination for the online platform: **640 x 480 high resolution,** preferably transparent background. This can also be the same picture as the one for your tailormade room.

4.    Short (**no more than 250 characters**) description of your company/destination with the most important information (USP’s, Target group, focus in 2021/2022).

5. A short **video** (optional): public link  to Vimeo / YouTube or a promo video in **Full HD** resolution. Maximum video length 2 min.

**6. Contact information (word document):**

**Participant details:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Name | Surname | Email | Role (DMC, product manager, region, tourist board…) | Country | URL website |
| 1 |  |  |  |  |  |  |

**Company details:**

Company name:

Representative name:

Position:

Address:

Telephone:

Email:

Website:

**Reminder:**

**Registration deadline: 20 th  October 2021**