



Workshop - start your business in tourism

From idea to branding

About workshop

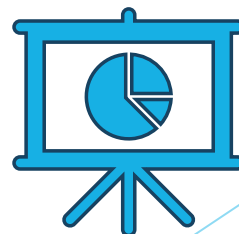
- ▶ The workshop aimed to build ideas of youngsters, and to show how to start the business in agritourism sector.
- ▶ Subject: Introducing training, workshop of building the business, reinterpretation of tourism in rural areas in continental Croatia.
- ▶ We identified the needs of the youngsters, their ideas and with help of their mentors we build small projects together (one mentor - one youngster)



From whom to whom



- ▶ Training participants: mentor pairs (mentors and participants) from 3 regions, from each region 3 mentor pairs (6 participants), one is from Sisak-moslavina County (Banija/Banovina)
- ▶ Age of participants: unemployed persons from 16 to 24 years
- ▶ Coaches: Iva Silla (secret-zagreb.com), Luka Jakopčić (recider.com), Nevena Tolanov, retired head of human resources development at Valamar Riviera
- ▶ Training leader: Dunja Vuković, Znanje na djelu - Knowledge in Action Foundation
- ▶ Mentors from Sisak-Moslavina County: Maja Marohnić, Martina Mladenović, Kristina Pandža
- ▶ Dates: 15.11., 25.11, and 4.12. 2020.



Your ideal business in agritourism

- ▶ Definition of your ideal business
- ▶ What is your skills
- ▶ Your pluses and minuses
- ▶ How to prepare yourself to best present yourselves

Trough all this questions mentors and youngsters were lead by Nevena Tolanov, retired head of human resources development at Valamar Riviera

Building idea

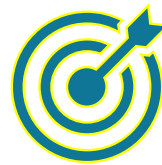
- ▶ Using working cards:
 - ❑ From Idea to Agritourism
 - ❑ Check the idea
 - ❑ Development - first thoughts
 - ❑ Development of the project
 - ❑ Who are my users/visitors/customers
 - ❑ Time planning

Idea and coach: Iva Silla (secret-zagreb.com)

Using digital marketing through social media

Creative writing by Luka Jakopčić

- ❑ How to write news on social media
- ❑ How to write letter for media
- ❑ Best way to present your business using free benefits of social media
- ❑ Gain more users on social media
- ❑ Develop your own business as a promotor on social media.



Results:

Training leader: Dunja Vuković, Znanje na djelu - Knowledge in Action Foundation



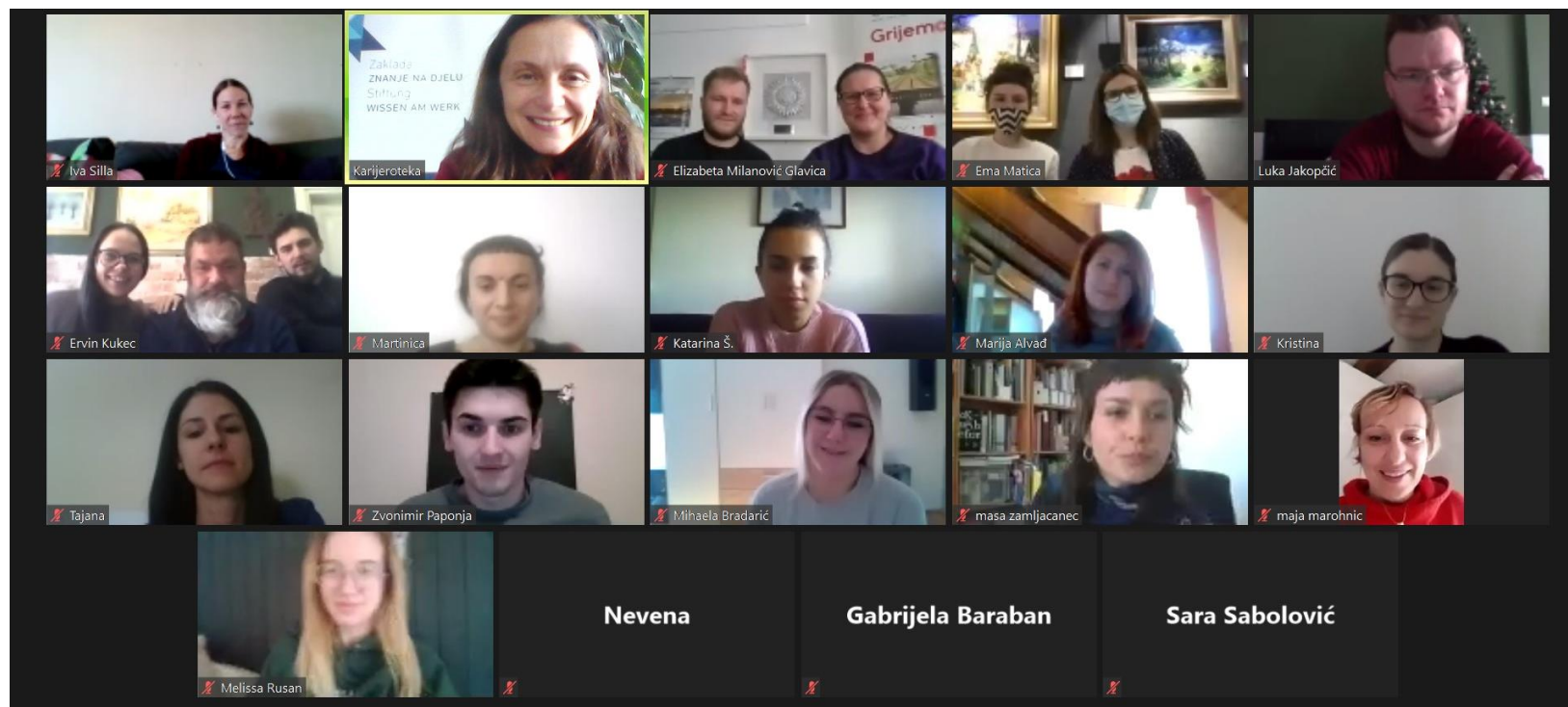
Dvorska kosarica on Instagram and Fb



Christmas lunch in Petrinja



Advent in Hrvatska Kostajnica



Thank you all !

Wishing all luck in developing your projects ☺



After the on line workshop we met together
Dvor, Croatia
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