

## **WP 2 INFORMATION AND PUBLICITY**

### **ACTION 2.1. ACTIONS OF INFORMATION AND PUBLICITY**

#### **Deliverable 2.1.1. Website Development:**

Development of the web page, the content and the translation as well as the renewal of the content

#### **Deliverable 2.1.2. Publicity Guide:**

Development of the Publicity Guide, creation of a logo of the project and preparation of a guide

#### **Deliverable 2.1.3. Entries in national and local newspapers:**

One press release at national and one at regional newspaper

#### **Deliverable 2.1.4. Press Releases:**

Creation of one newsletter

#### **Deliverable 2.1.5. Entries in national magazines:**

One release at a national magazine

#### **Deliverable 2.1.6. Banners:**

Design, translation and creation of a banner

#### **Deliverable 2.1.7. Newsletters:**

Sending of the newsletter at default recipients

#### **Deliverable 2.1.8. Social Media & Networks Publicity campaign:**

Organization of a publicity campaign

### **ACTION 2.2. DEVELOPMENT OF A SYSTEM OF A PUBLIC SERVICE FOR THE VISITORS**

**Deliverable 2.2.1.000 Info-desk in Thessaloniki:**

Creation and operation of one info desk at Thessaloniki

**Deliverable 2.2.2.000 Hot line:**

Creation and operation of a help line

**Deliverable 2.2.3 000 CRM (Customer Relationship Management) online platform**

Creation and operation of the platform, service provider, management of complains, information- awareness

**ACTION 2.3.000 NETWORKING AND COOPERATION FOR THE PUBLIC SERVICE OF THE VISITORS DURING THE PLANNING OF THE TOURISTIC POLICY**

**Deliverable 2.3.1.000 Network and communication gates:**

Creation and operation of the networking gates for the planning bodies of the touristic policy

**ACTION 2.4.000 FINAL CONFERENCE**

**Deliverable 2.4.1.000 Closeout conference:**

Organization and hosting of the final conference