



GV **GUIDA VIAGGI**

ONLINE LIVE EVENTS



**Online seminars, conferences
and panel discussions**



GV ONLINE EVENTS

1

EXCELLENT RESULTS AT A SMALL PRICE

A new way to communicate and promote your company to hotels, travel agencies and tour operators. GV online events constitute a great opportunity for all those companies that want to promote themselves in the tourism sector. A simple, inexpensive, and practical way to reach a broad, novelty-seeking, and ever-expanding market.

2

THE IDEA

The proposal is to identify, with the company, a topic that has is both interesting for the chosen tourism market segment and can be developed in its content with the participation of a sponsor.

3

DEVELOPMENT

Once the topic is chosen, GV will develop the content, contact the experts, define the event schedule and the sponsor participation. Furthermore, GV will virtually set up the event and starts the communication and promotion process.

4

COMMUNICATION BEFORE, DURING AND AFTER

The event is conceived with the inclusion of the sponsor's indications and promoted on all GV channels, via newsletter, social media pages and DEMs in addition to interviews and news articles two weeks before the set date.

The participation is reminded both 24 hours and 1 hour before the event, whose moderation is completely managed by GV journalists.

The possibility to speak will be given to the sponsor according to a proper evaluation of the timing and modality.

Furthermore, the event is recorded and will be published on GV's YouTube channel and in the video section of GuidaViaggi and AboutHotel's websites. 2 articles will be published 5 days after the event to keep the audience's interest alive (links to the event are included in the articles).



INTEGRATED COMMUNICATION:

The tools employed in our proposal to optimize your sponsorship results

PROMOTIONAL ACTIVITIES:

1. **1 article** before the event
2. 1 interview in a **video** format published on GV's channel and YouTube channel
3. Publishing of each article on GV and/or AboutHotel's **Facebook** page
4. **Tweet** of the event title on GV's twitter page at least 5 times
5. **DEM** n°2 (sent to a selection of 55.000 email accounts)
6. **Website banner** on GuidaViaggi and/or AboutHotel's website for 1 week
7. **Newsletter banner** on GuidaViaggi and/or AboutHotel's website for 1 week
8. **Mobile banner** on GuidaViaggi and/or AboutHotel's website for 1 week

TECHNICAL INFORMATION:

1. The **duration** of the event is 1 hour/1 and a half circa
2. The maximum number of **participants** is 500 (possible price quotation for higher number)
3. Participants will receive information regarding the sign-up process, a **reminder** and a thank-you email
4. **Technical assistance** during the event by GV
5. **Report** regarding participation statistics and list of participants with their anagraphic references at the end the event

Prices:

1 event + integrated communication:
euro 2.500 + IVA (VAT)

3 events + integrated communication:
euro 5.700 + IVA (VAT)



A unique response to every request

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