



ISTITUTO DEI SORDI
DI TORINO



10th Webinar Script

Title	Digital Marketing						
Date & Time	Thursday 3 th of November 17:30 CET time, duration 2 hours						
Organiser	IST, Italy						
Organiser Contact Info	<table border="1"> <tr> <td>Tel.</td> <td>+39 3477630506</td> </tr> <tr> <td>Email</td> <td>erasmus@istitutosorditorino.org</td> </tr> <tr> <td>Webpage</td> <td>Istituto dei Sordi di Torino (istitutosorditorino.org)</td> </tr> </table>	Tel.	+39 3477630506	Email	erasmus@istitutosorditorino.org	Webpage	Istituto dei Sordi di Torino (istitutosorditorino.org)
Tel.	+39 3477630506						
Email	erasmus@istitutosorditorino.org						
Webpage	Istituto dei Sordi di Torino (istitutosorditorino.org)						
Webinar Link	<p>Meeting ID: 941 0459 6240 Passcode: NO PASSCODE LINK: https://zoom.us/j/94104596240</p>						
ENTER e-Platform link	https://www.enter-project.eu/						
Learning outcomes	<p>After the completion of the webinar, participants should be able:</p> <ol style="list-style-type: none"> 1. create the Digital Marketing plan for your social business 2. design dissemination plans, communication, 3. learn the importance of a good communication strategy, 4. identify your target groups, 5. learn how to promote your visual and brand identity 6. learn characteristics of a good social manager 						
Requirements for attending the webinars	<ol style="list-style-type: none"> 7. You will need a device (smartphone, tablet, laptop, desktop PC) and a reliable internet connection (preferably a high speed one). 8. If you are using a desktop PC you will need a web camera and optionally speakers, headphones, or earbuds that are compatible with your computer. 						
Instructions for participating in Webinars	<ol style="list-style-type: none"> 1. You are kindly asked to connect 10 minutes before the starting hour of each webinar. All webinars will start exactly at the scheduled time. 2. If you have any question you can "Raise your Hand" during the webinar. However we recommend you to allow the moderator to control the time and frequency of brakes for questions. 3. You can use the chat during webinars for messages, asking questions or provide us with some information. 4. After the completion of the each webinar you will receive a mail with an online evaluation form of 						





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	<p>the webinar.</p> <p>5. The video recording of each webinar as the material/software presented, will be uploaded at the ENTER platform.</p>
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Name	Role	Notes
Florian Gallo	Moderator (Main)	Project Manager, IST
Chiara Curci	Presenter/Trainer	https://www.enter-project.eu/index.php/our-trainers

Phase	Topic	Speaker
Introductions		
Greeting	Greeting to the participants and brief trainer brief presentation from Moderator	Florian Gallo
Short webinar introduction	Webinar structure and administration	Florian Gallo
Body Content		
Speaker Content	Definition of marketing and digital marketing	Chiara Curci
	Implementation of Marketing strategies	
	The impact of marketing	
	Different digital marketing tools	
	Instagram and Facebook: two dissemination examples	
Wrap Up, Questions & End		
Questions and Answers	Open Q&A Session	Chiara Curci
Conclude		Florian Gallo
9 th Webinar evaluation form link: https://forms.gle/8NmXCLrBwiQXfUUK7		

