Workshop n. 1

Storytelling for Sustainable Destinations and Partners

9 – 11 April
post-conference excursion
12 – 14 April 2019

EXPLORING A SUSTAINABLE RESPONSE

The social and cultural impacts of tourism:

GREECE

Tzoumerka, Acheloos Valley, Agrafa and Meteora National Park
Marketing Strategy 2018-2022

Strategic objectives
Market Segmentation
Branding & Positioning
Giving you the tools & training to:

- Better communicate your Sustainable Destination
- Forge messages to different audiences
- Support your Partners and Tour Operators building their story
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- The Power of Storytelling
- What are the elements of a good story?
- How to create a storyboard
- Pitching your Story!!

toolkit
Workshop n. 1
Storytelling for Sustainable Destinations and Partners

Connect!!!

- Facebook group: EUROPARC CHARTER PARKS