

Project No. LL-00132 “Weekend in Village” tourism offer development in Selonia Region.

Activity: D.2.2.4. “1day workshop in Biržai for local craftsman - workshop”

“2024 summer/autumn 1day event in Biržai for local Biržai craftsman’s and tourism providers (total 10-15 participants) will participate in workshop to gain knowledge about marketing trends and improving and adapting their products to the tourist.”

November 22th, 2024
AGENDA

Time	Activity	Place /Speaker
9.00 – 11.00	Introduction of participants. Their goals. Discussion of the situation. Most important aspects in sales.	Biržai, Rotušės st. 8, III flour. Speaker: Audrius Gruodis - Sales expert. www.audriusgruodis.lt
11.00 – 11.15	Coffee break	
11.15 – 12.30	Sales anatomy. What can influence our success?	
12.30 - 13.30	Lunch	
13.30 – 14.30	Business canvas and Busiens value. The main aspects of the formation of Proposal. Its benefits. Practical workshops.	
14.30 – 14.45	Coffee break	
14.45 – 17.00	Discussing discussing the real situations. Round table club. Summary.	

- 1) *The working language of the event: Lithuanian*
- 2) *The program can slightly change*
- 3) *Within project No. LL-00132 “Weekend in Village” tourism offer development in Selonia Region.*