

Veranstaltungsdetails

Destination Stereotypes: Video Marketing as Effective Tool for Image Creation

Datum 6. März 2020	Zeit 14:00 - 14:45 Uhr	Ort CityCube Berlin, Saal A4/A5
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- in Kooperation mit **Convention & Culture Partner Russia** -

- Destinations are fettered by stereotypical perception of tourists.
- Many cities and countries work towards dispelling such stereotypes and achieve new images.
- Enormous increase in worldwide online video consumer traffic and video production of forward-looking market players.
- Success factor: video content as a key communication tool to target travel audience.
- How to build effective communication campaigns.
- Lessons learned from the best practice cases of Moscow, Russia and more.

Moderation:

[Tatiana Naumova](#), Journalist

Podiumsgäste:

[Mila Ilushina](#), Head of Strategic Projects Department, Moscow Project Office for Tourism and Hospitality Development

[Elena Lysenkova](#), Advisor of the Head, Federal Agency for Tourism Russia

[Irina Sergeeva](#), Head of the Department of International Tourism, Federal Agency for Tourism Russia

[Vladimir Varnavskij](#), CEO & Founder, VResorts