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TC “Digital marketing and using digital tools in youth work”

INFOSHEET



Novi Sad, Serbia
17.07. – 24.07.2023.



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Dear potential participants,

Here you can find some important information about the activity, logistics and accommodation for our training course activity.

Meeting point:

Our meeting point is the “**Hotel Vojvodina**”. The address of the hotel is Trg Slobode 2, Novi Sad 21000, Serbia. We are expecting you on 17th of July 2023 in the afternoon (between 15:00 and 18:30 o'clock). The welcome program will start at 19:00 and dinner will be served at 20:00.

The departure is envisioned for the morning of the 24th of July 2023, after breakfast.

Participants are expected to attend the full duration of TC (17th July – 24th July 2023).

How to get here

For all information about booking your tickets and coming to Novi Sad you should be in contact with Goran Ivanovic– in charge of project logistics, by using the project e-mail (you can find all contacts below). **We are kindly asking you to choose the ecologically and economically friendly means of transport, if possible.**

Please remember that we expect you to arrive before/for dinner time on 17th July 2023 and stay until breakfast on 24th July 2023 when choosing your arrival/departure times.

Travel reimbursement

Travel costs will be reimbursed only for the cheapest way of transport and for the return tickets. Travel expenses are covered by the organizers 100% up to the maximum of unit cost per distance calculator and means of travel, including bank transfer and other appropriate fees (for all the original tickets and ways of travel that are plane, bus, train or ferry, NOT taxi and NOT car).

For distances, less than 500 km one way (by Distance Calculator | Erasmus+), the preferable means of transport are land transportations, such as train and/or bus. If other mean of transport is selected for such travels, e.g. airplane, those will be reimbursed 60% of airfare, in accordance with the principle of environmental awareness and protection.



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Participants must keep all travel documents (tickets, travel agency invoices and boarding passes) as organizers are able to make any reimbursement only on the bases of presented documents!

The travel reimbursement will be done by bank transfers **after** you return home and send us the **ORIGINAL** boarding passes and tickets (and after you submit/send us the filled-in evaluation forms of the training course) or in **cash** if you have all tickets at the spot. When you are buying a ticket, ask for an additional bill as well, if possible!

Further Rules regarding the booking of the tickets and reimbursement:

Only the cheapest tickets will be reimbursed. We will not cover tickets with the deviation from the direct route (A → B → A), extra unnecessary stops and layovers. We don't cover seat reservation fees, leisure plus tickets, flexible tariff tickets, extra travel insurances, priority boarding fees, local bus baggage, handwritten tickets or bianco nota bills.

Only tickets purchased online will be reimbursed. We can't cover travel agencies' fees. Travel agencies invoices for the tickets won't be accepted for reimbursement.

We can't reimburse taxi or private cars; only public transport will be covered.

You can arrive maximum 2 days before the activity and depart maximum 2 days after if you want to spend more time in Serbia on your own, provided that the tickets on these days are not more expensive than on the official travel days.

Please don't buy your tickets before we approve them! When you will plan your trip and **BEFORE** buying your tickets, especially if your planned travel itineraries are different than **17th July – 24th July 2023**, please inform us in advance, so we can approve your tickets and travel costs. Also, if you travel from elsewhere than the town and country of the sending organisation partner in this project, please, inform us, as we need to approve it as well. Thanks a lot, in advance!

Practical information

The unit of currency is the **Serbian Dinar (RSD)** and the current equivalence is 1 Euro = 117 RSD. It is not possible to pay in Euros or any other currency, so upon your arrival to Serbia you have to change money. Please note that in Serbia it is not possible to exchange euro coins, only paper bills.

To give you an idea about some prices in the supermarket: a small bottle of water costs 60 RSD, the typical price of a pack of cigarettes is 300 RSD, a small bottle (1/2 l) of soda juice costs 80 RSD, and a telephone sim card costs between 300 and 1000 RSD.



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Accommodation

All participants will be accommodated in Hotel “Vojvodina”. The hostel is situated in the city center, 3 kilometers from the main bus/train station. In the hotel, there is a terrace with a bar & restaurant, seminar hall, baggage room, internet access, and tourist info point. The hotel is also situated in an area with many restaurants, bars and pubs, and it is possible to walk to the all main touristic locations.

We will be placed in 2-bed rooms (twin bedrooms) with private bathrooms. Breakfast, lunch and dinner will be served daily at the hotel. The Training Course will be held in the same building. There is a wifi connection in common areas of the hotel, as well as in the rooms.. The address of the Hotel “Vojvodina” is Trg Slobode 2, 21001 Novi Sad. Here is a link for a hotel’s website where you can find some info: <https://hotelvojvodina.rs/kontakt/>

Some things you should bring...

In order to organize a special intercultural evening and experience some tasty intercultural learning, you are very welcomed and invited to bring some specialties from your country or region (food, drinks, candies... ☺). Music, games, photos and other are also welcome. Also, please bring some promotional material of

your organizations and information about the projects organization is having. If possible, bring some sport/casual clothes as well, as we can exchange some games from our countries, at least for energizer. ☺





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Contact information

For the planning of your travel and arrival, you are directed to contact with project team using the mail address. Goran Ivanović is a person in charge of the logistics of the project and his phone is below.

In case of any problem during your travel or if you need any further information please don't hesitate to contact us!

Official project contact e-mail 21stcentury@ircd.org.rs
Person in charge of logistics: Goran Ivanović

**Please for applications use the contact mail address.*

Project implemented by:





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Agenda of the training course:

“Digital marketing and using digital tools in youth work”

	17.07.2023.	18.07.2023.	19.07.2023.	20.07.2023.	21.07.2023.	22.07.2023.	23.07.2023.	24.07.2023.
	Monday	Tuesday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8:00 – 9:30	A R R I V A L	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
9:30 – 11:00		Introduction / Expectations / Contributions / Group building	Understanding the digital marketing 11:00 – 11:30 Break	Content strategy and marketing 11:00 – 11:30 Break	How to use social networks/medias to maximise your impact in work with youth I 11:00 – 11:30 Break	Internet marketing 11:00 – 11:30 Break	Digital marketing in youth work 11:00 – 11:30 Break	D E P A R T U R E
11:00 – 11:30		Break						
11:30 – 13:00		Youthpass intro						
13:00 – 14:00		Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	
14:00 – 15:30		Our knowledge and previous experience with digital marketing and digital tools 15:30 – 16:00 Break	Advantages of digital marketing 15:30 – 16:00 Break	Online campaigns 15:30 – 16:00 Break	How to use social networks/medias to maximise your impact in work with youth II 15:30 – 16:00 Break	Visual presentation in digital marketing Photography in digital marketing 15:30 – 16:00 Break	Filling in Youthpass ; Evaluation and closure 15:30 – 16:00 Break	
15:30 – 16:00							Market of ideas for new projects and cooperation among participating organisations	
16:00 – 17:30	Welcome evening and getting to know each other						Daily reflection	
17:30 – 18:00		Dinner	Dinner	Dinner	Dinner	Dinner		
19:00 – 20:00	Dinner	Dinner	Dinner	Dinner	Dinner	Dinner		
21:00 – 00:00		INTERCULTURAL EVENING	NGO FAIR				GOODBYE PARTY	

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