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A hand holding a red megaphone on the left, pointing towards a large, light-blue circular collage. The collage contains various digital marketing and technology icons: a magnifying glass over a globe, a wrench and gear, a lightbulb, a speech bubble, an envelope, a pie chart, a laptop with hands typing, a bar chart, a smartphone, a shopping cart, a play button, a network diagram, a cloud with a plane, a person silhouette, a pencil, a Wi-Fi symbol, and several gears. Dotted lines with arrows connect some of the icons, suggesting a flow or process.

- To enhance creative thinking related to marketing.

- To share between participants with methods and tools to improve the quality of promotion and networking.
- Engage participants to share good practice examples between themselves
- To promote networking within the Erasmus + Youth in Action by creating cooperation opportunities

Background of participants:

- Interested in marketing and/or opening a business.
- Actively involved in the field of art or interested to start working in this sphere.
- Interested in learning about promoting techniques, methods and tools so he/ she can use them for personal or career development.
- Willing to contribute with their knowledge, experiences and good practices.
- 18 years +
- Able to communicate in English at the sufficient level

Task-related and Intercultural task that each group should prepare and organize:

- researching examples of good practice of self promotion (show us a PR campaign you like) prepare a presentation where they present the sending country through a commercial made by you.

If you are interested in our project proposal we would kindly ask you to send your **PIF** to email: asociatiayouthcult@gmail.com.

Thank you,
Youthcult Team

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<https://sites.google.com/view/youthcult>