

Project Results Details (2)

Result ID 2

Result Title STARLIGHT webinars

Result Leading Organisation RRA SEVERNE PRIMORSKE REGIJSKA RAZVOJNA
AGENCIJA DOO NOVA GORICA (E10116828 - Slovenia)

Result Description (including: needs analysis, target groups, elements of innovation, expected impact and transferability potential)

The aim of the Webinars is to transform knowledge acquired in PR1 into skills to operate on the market and thus ENGAGE the audience. The Webinars will thus be focused on three main topics:

1. Scientific popularisation on astronomy and biodiversity/nature preservation. This Webinar will answer the question "how do we explain to tourists what we learned in PR1"? The answer for STARLIGHT is "Storytelling": stories are effective educational tools because listeners become engaged and therefore remember, thus responding to needs of participants in terms both of learning and of acquiring a promotional technique. As Astronomy is a scientific subject and the "fil rouge" of the project, what has been prepared by INAF and FCL in PR1 will be transformed in the creation of the storytelling video, to be implemented in the webinar, to "tell the story" of the observation of the dark skies, its relevance, importance and the effects of light pollution. This video made by professional actors and equipment, will be able to emphasize the importance of aspects related to the display of content and the emotional involvement of the public.
2. Experiential Tourism. The second Webinar answers the question "how do we transform knowledge acquired into an experience for tourists?" The webinar will be conducted through case study/ies presentation and analysis, to show how an experiential purchase generates in the "mind" of the purchaser. Experiential travel can emphasize different areas of local life – culinary, culture, history, shopping, nature or social life – and can therewith be the basis for a holistic travel experience. The goal is to understand a travel destination's culture, people and history more deeply by connecting with it more than just by visiting it. During the webinar trainers will convey the difference between buying to "have" and buying to "do", differences between goods and services and the role they play in experiential purchase will be investigated. The Webinar will explain the "experience" process, ranging from understanding experiences, developing them, clustering, promoting and, finally, delivering experiences.
3. Entrepreneurship, territorial and digital marketing. The third Webinar will reply to the question "how do we sell what we learned to potential clients/tourists?" This Webinar will provide useful hints on business planning and marketing, focusing on peculiarities of territorial marketing. Territorial marketing, as the construction of a framework of knowledge finalised to tourist promotion, starts from the knowledge of what a territory has to offer. Thus, collecting data about the natural, historical, cultural resources and the local agricultural products, but also at classifying tourist infrastructures and accommodation resources, so to allow a differentiated fruition

for different target markets. In this Webinar, therefore, the exchange with already active tourist operators becomes an added value: they know the territory, they know the tourists and they have experience to share. So, what will be investigated through case studies presentation and analysis is: -opportunities and problems, strengths and weaknesses of a local context -identify stakeholders and promote their participation and create networks -promote the territory through the organization of events, communication campaigns, offline and online marketing, thus providing skills on the use of digital marketing. Each Webinar will be recorded and uploaded on the project website, to be usable by everyone interested and further integrated in courses, both in class and virtual learning environment. They will be translated with subtitles or transcripts in each partner language so that their transferability is granted. Webinars and their implementation are not innovative tools in learning, but the contents and the approaches provided by STARLIGHT are, as they merge in a fluid path scientific popularisation, experiential tourism and marketing techniques.

Result Type

Course / curriculum – Pilot course / module

Please describe the division of work, the tasks leading to the production of the result and the applied methodology

This Result implementation will be coordinated by RRANG. INAF and FCL will contribute to the development and guidance of Webinar 1 – Scientific popularisation on astronomy and biodiversity/nature. KuA and TyEO will contribute to the development and guidance of Webinar 2 – Experiential Tourism NBDN, GALEVV and RRANG will contribute to the development and guidance of Webinar 3 – Entrepreneurship, territorial and digital marketing. The Webinars preparation entails following steps: 1) Identification of Speakers and a Support Team There are usually three main players in a webinar: the organizer/facilitator (responsible for developing the webinar topic, locating a speaker, setting up the registration, and communicating with participants before and after the webinar), the presenter or presenters (also known as subject matter experts), and assistants/technicians to be engaged for technical assistance during the live sessions and then to edit the recording to transform it into an online lesson. These roles can be retrieved within partners' staff. 2) Determine the Format As far as STARLIGHT is considered, the format would be INTERACTIVE, in which audience members participate fully via instructor-led exercises and facilitated conversations. In this format participants receive a deeper understanding of the topic because they are fully engaged in the dialogue and the exercises. This choice might nevertheless need the organisation of more than one session per topic, as it entails small groups. 3) Plan the Visuals Because webinars rely on audio and visuals to get the message across, both should be engaging. Plain slides with a lot of text do not work very well, so the material will be a balanced mix of text, audio, video, images, infographics, etc. 4) Schedule a Practice Session for the Webinar A few days before the webinar, a practice session should be organized covering: • An introduction to the webinar tool and its

features. Discuss how to use the tool and what features are available to the presenters. • An equipment check to ensure that all of presenters' operating systems, browsers, headsets, and other equipment are compatible with the web conferencing tool. Webinars will take place before the mobility starts, so between January and June 2023. About three or four weeks before the webinar, partners will hold a conference call with partners and speakers to check the order in which the speakers will present and timing, to set deadlines for materials (to be received before the practice session). Webinars will foresee the participation of at least 60 selected participants. To ease the interaction, we can imagine 3 sessions of around 20 to 25 persons per topic, totaling 9 webinars. It's upon each partner's decision to have more participants, but this will have to be decided within the PSC and in accordance to the Webinar tool selected by RRANG and its potentials. Each Webinar will have a duration between 4 and 8 hours and can be repeated in multiple sessions. The Webinars will then be piloted during specific session and feedback collected by submitting surveys both to participants and to trainers. KuA is responsible for evaluating their efficacy.

Result Production Start Date (dd-mm-yyyy)

01-07-2022

Result Production End Date (dd-mm-yyyy)

31-07-2023

Result Languages

Bulgarian , English , German , Italian , Latvian , Spanish

Result Media

Interactive Resource

Result Participating Organisations

ISTITUTO NAZIONALE DI ASTROFISICA (E10208875 - Italy) , Gruppo Azione Locale Escartons e Valli Valdesi s.r.l (E10045441 - Italy) , FUNDACIÓN CAMINO LEBANIEGO (E10274512 - Spain) , Land Tirol - Tiroler Umweltanwaltschaft (E10248891 - Austria) , KULTUR UND ARBEIT EV (E10211609 - Germany) , National Business Development Network (E10106886 - Bulgaria)