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| **27 апреля 2021 года в 11:00 состоится вебинар на тему«Актуальные методы продвижения культурно-досуговых учреждений в медиа-среде».** **В рамках встречи будут рассмотрены следующие вопросы:**- Определение целевой аудитории и ее таргетирование.- Возможные задачи коммуникации и оценка результатов. Интернет-метрика.- Сочетание методов продвижения онлайн и офлайн.- Некоторые аспекты работы в социальных сетях, актуальные тенденции.- Потенциальные цели и технология записи подкастов, создания QR-кодов. **Ведущий вебинара:**Николай Аркадьевич Голубев. |

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| **Встреча пройдет на платформе ZOOM.**  |

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| [**ЗАРЕГИСТРИРОВАТЬСЯ**](https://docs.google.com/forms/d/e/1FAIpQLSfRBAtrza-u7qbOjRibGUuziwmQ2lC2Ov_HuNQEAYAS4AZQ0Q/viewform) |

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| [**ИНСТРУКЦИЯ ПО УСТАНОВКЕ ZOOM**](https://docs.google.com/document/d/1FKdperaJbJyfvQN_T7AwOQGa5woif4hx8V4ToyLIaEg/edit?usp=sharing) |

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центр культуры и творчества"

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