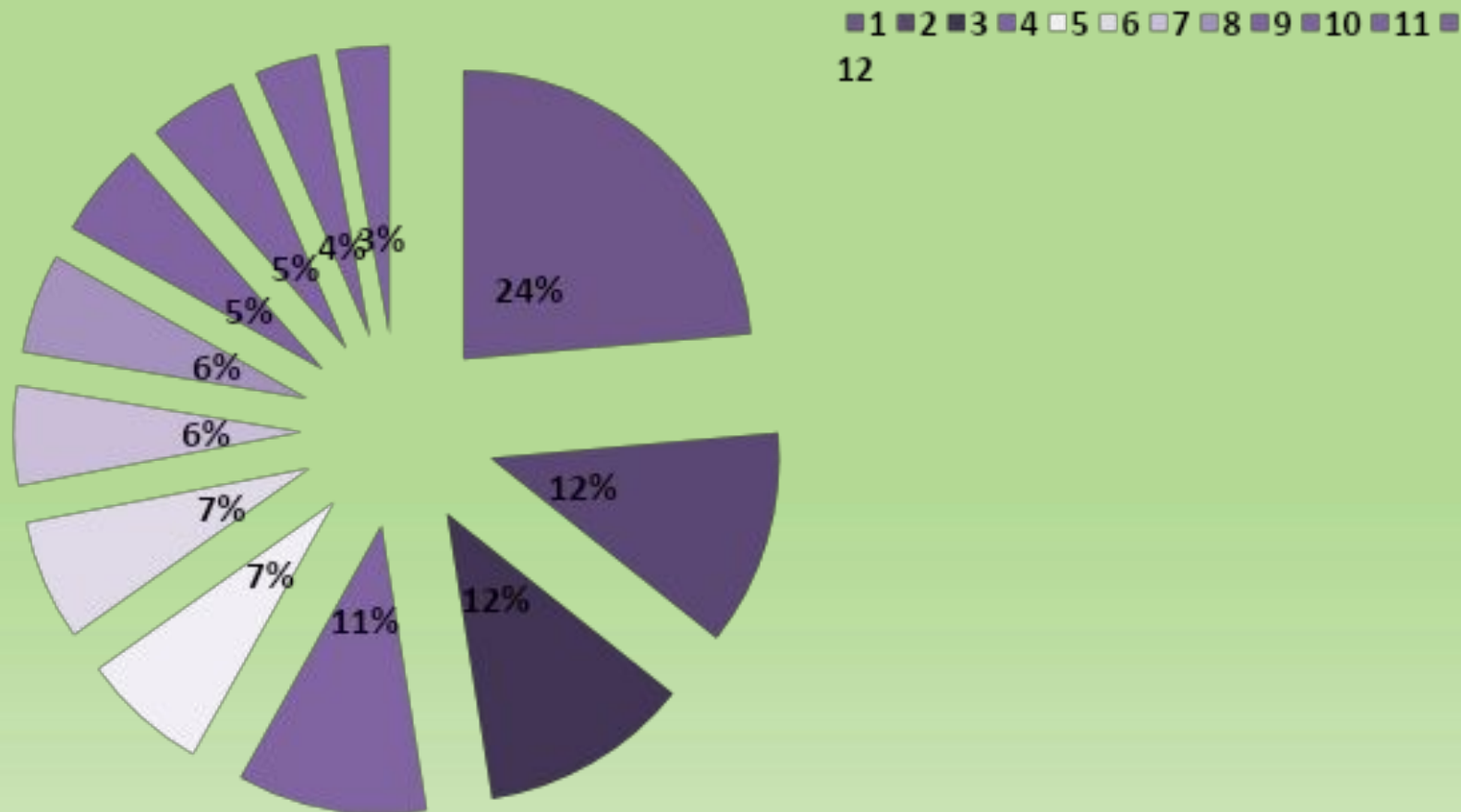




Роль Интернет-ресурсов в продвижении имиджа региона

Ассоциации



Формирование имиджа региона

- информационный мониторинг и работа со СМИ
- участие в мероприятиях: выставках, презентациях
- развитие и продвижение местных брендов
- проведение фестивалей, форумов, спортивных мероприятий
- создание презентационной литературы



PR: объект – аудитория – канал



Преимущества интернет-ресурса:

- Интерактивность, высокая гибкость Интернета
- Интернет-ресурс – легкодоступный источник первичной информации
- Интернет-проникновение в Европе около 60%, в США - 70 % (2009г.)
- Способствует расширению иноязычного информационного рынка региона





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Posted by admin August 5, 20



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Riches of the Far East

Posted by admin August 5, 2009, under [About Siberia](#), [Featured](#) | No Comments



The Far East is the largest part of the Siberian People can confuse the Russian "Far East" with a bigger area that includes several Asian countries. In regard to Siberian geography, the Far East is a portion of the Russian territory. The Far East is divided into two sub-districts based on their economic [...]



What is the Trans-Siberian Railway?

Posted by admin July 26, 2009, under [Featured](#), [Siberian Wonders](#) | 1 Comment



The Trans-Siberian Railway or "Transsib" is famous not only in Russia, but all over the world. The Trans-Siberian railway is the longest railroad in the world. It was built in a record-breaking short period of time and has amazing innovative engineering solutions. Today the Trans-Siberian Railway is a well-equipped railway line that stretches through [...]

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Tyumen is a Siberian city located on the Tura River which crosses the city from the north-west to the south-east. It is the administrative center and the largest city of Tyumen Oblast. The Tyumen area was annexed to Russia by a Cossack Yermak Timofeyevich in 1585. It originally b
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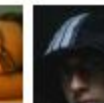
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did you know that the population of Tyumen includes people from over a hundred different nationalities

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Tyumen was the first Russian outpost

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Спасибо за внимание!!!