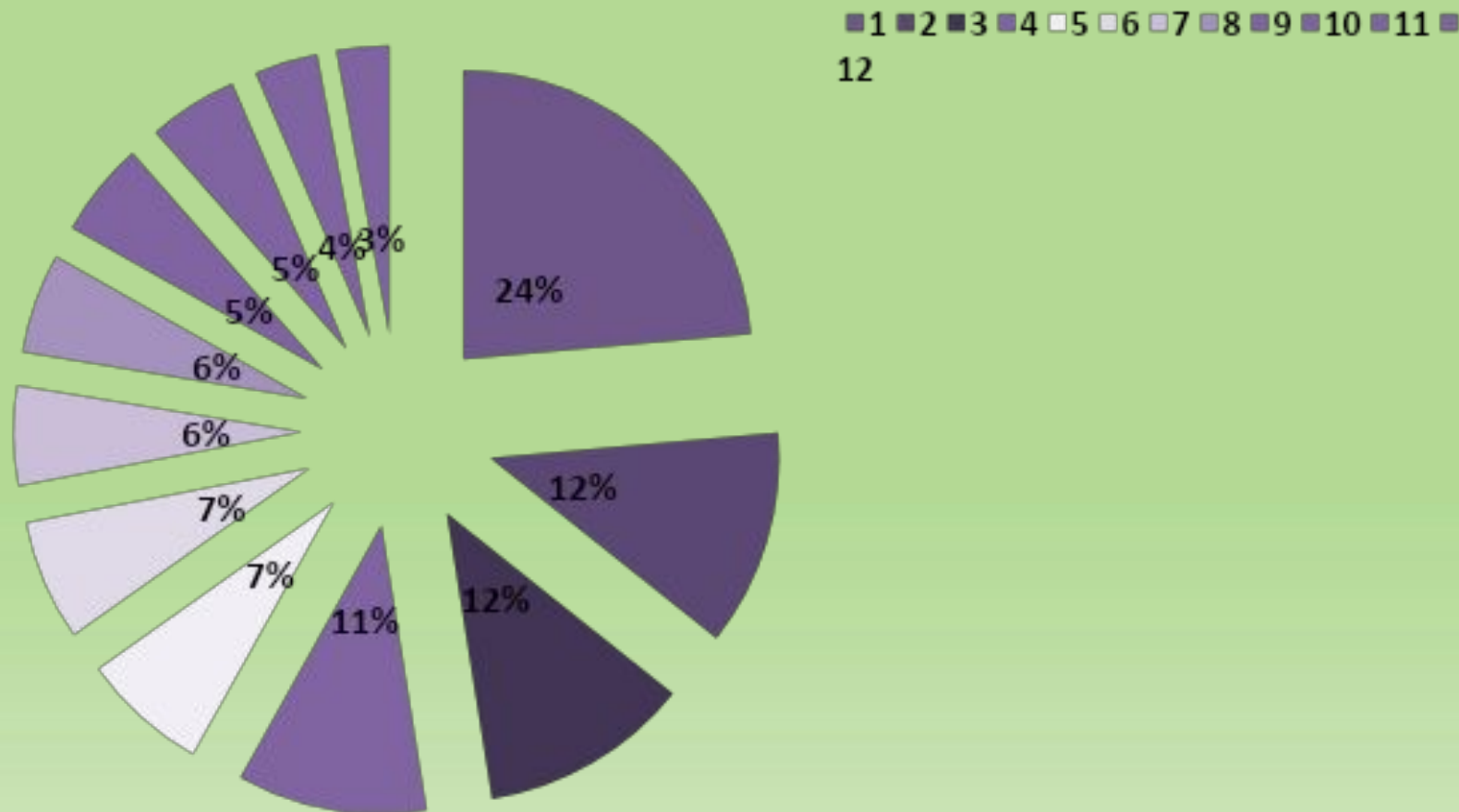




# Роль Интернет-ресурсов в продвижении имиджа региона

# 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





Tyumen – The First Ru

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Posted by admin August 5, 200



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What is the Trans-

Posted by admin July 26, 200



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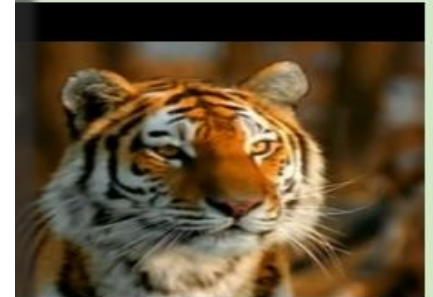
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## Tyumen – The First Russian Town in Siberia

Latest News



### 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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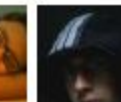
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did you know that the population of Tyumen includes people from over a hundred different nationalities

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There are many parks and Gardens of different size located around the Tyumen

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Tyumen was the first Russian outpost

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**Спасибо за внимание!!!**