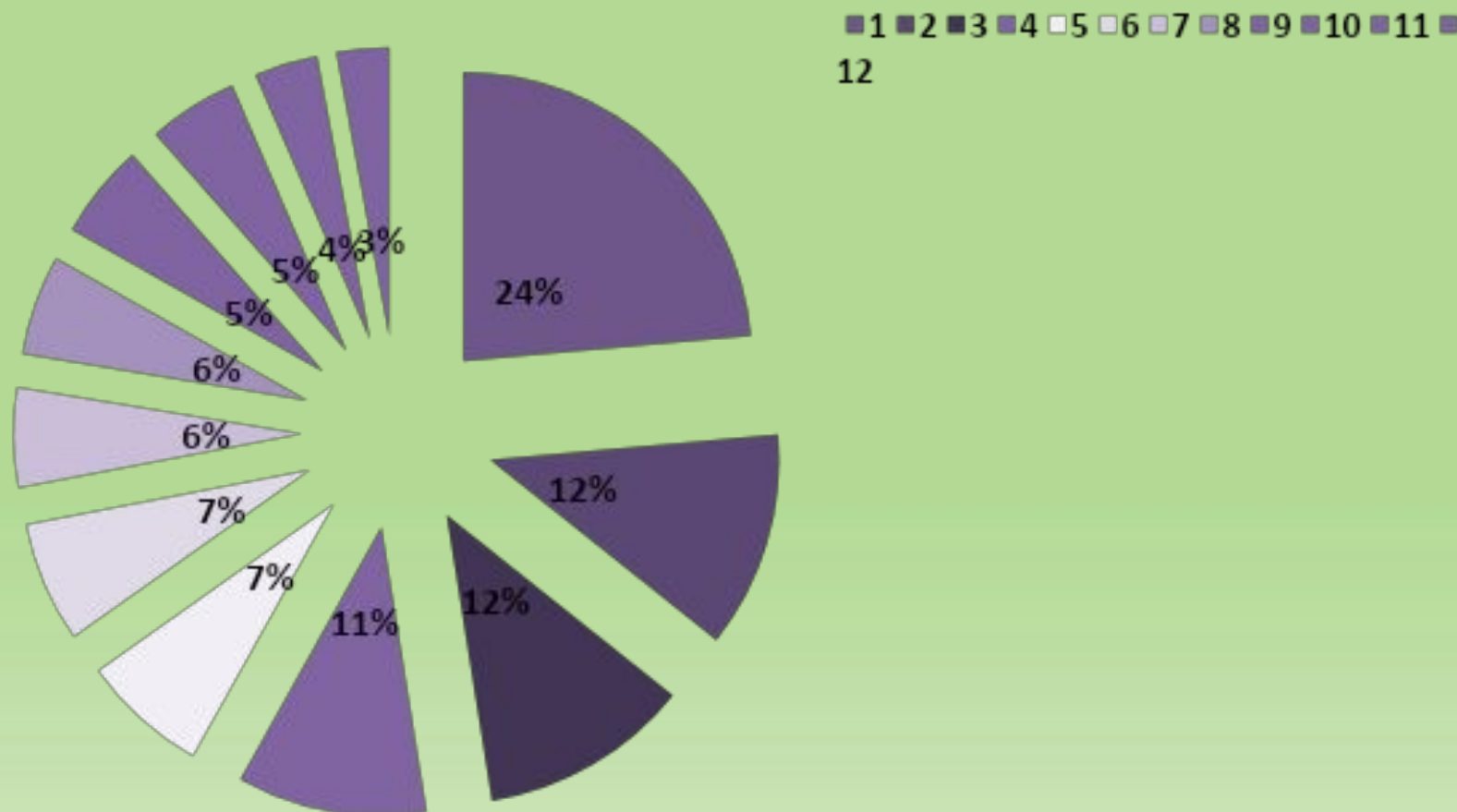




Роль Интернет-ресурсов в продвижении имиджа региона

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, 2009, under About Siberia, Featured | No Comments



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Posted by admin July 26, 2009, under Featured, Siberian Wonders | 1 Comment



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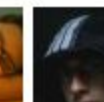
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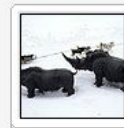
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did you know that the population of Tyumen includes people from over a hundred different nationalities

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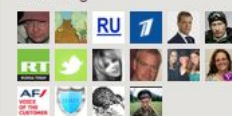
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