



## **Details of activities and notes Costanza Giovannini/Ivo Riccio 14/12/2014 - 18/12/2014**

### **Intro**

The mission had the aim to continue the work on the experimental e-marketing and digital PR project "Unraveling Jordan. Be part of the story", a blogtour (based on the playyourtuscany.com experience) designed to promote Jordan "hidden treasures", based on strongly experiential and authentic itineraries and activities. Designed for 5-6 bloggers, video and photo makers escorted by 1-2 people of the JTB staff and by 1 of the Twinning partner.

The plan is to produce 4 tours:

- the first two will take place on March 2015 and the main themes will be history and adventure
- the second two will take place on September 2015 (themes to be defined).

### **Description of the activities conducted**

Operative meetings have involved Jordan Tourism Board staff:

- Communication and Media Officer - Ms Lana Tania Shequem
- Social Media & Communications Editor - Ms Taima Al-Farouqi
- Web Developer - Ms Malak ...
- Web Designer - Ms Lina Madadha

### **Practical issues**

The meetings and the working sessions allowed the definition of the **promotional strategy**. In particular, we defined the **website** architecture (example: social live stream page), layout and content (introduction text, terms and conditions and application form). The JTB staff followed the concept and details of PlayYourTuscany.com website. Also the **social media** promotional strategy has been defined and JTB staff proposed to involve, besides the international "Visit Jordan" Facebook page, the regional Facebook pages around the world: Italy, France, Netherlands, Spain, India, Portugal, Turkey, North America, Northern Europe, UK, Arabic markets, Germany. Some of them will be also probably involved in a dedicated advertising Facebook



campaign (Northern Europe, India, Germany, France, Netherlands, Spain, Italy and the Eco Hotel page). Some advertising activity is also expected on Twitter. Then we agreed on adapting the brand image of Unraveling Jordan to personalize the cover image hopefully for every Facebook page previously mentioned and the Twitter profile to promote the project.

We defined the information needed for the **bloggers involvement**: general engagement information, the guidelines for publishing rules and schedule, the specific needs to take care of (allergies, intolerances for food, illnesses and capacities for special activities such as sport/thermae etc ...).

During the mission, the **itinerary** and **theme of the first two tours**, taking place in March 2015, has been also defined.

The first one will probably take place **March 15th to 20th** and will promote one of the JordanTrail.org itineraries. The idea is to promote one of the following two walking tracks:

- Dana to Petra named "one of the fifteen best hikes in the world" by the National Geographic focused on adventure activities  
<http://jordantrail.org/route-stages-maps/dana-to-petra/>
- Ajloun region, mostly based on historical activities  
<http://jordantrail.org/route-stages-maps/ajloun/> + Petra

## Conclusions

We suggest to stick to the following schedule:

- First of all it is really urgent to go online with the website as soon as possible at last **by December 23th**, to be able to collect a good quantity of applicants in order to choose the best ones to be involved into the activities. This is particularly true for video makers, that are the harder ones to be reached and involved.
- It is also important to **engage the bloggers, video and photo makers by the end of January** at last in order to:
  - Allow them to promote the project, communicating to their audience the fact that they are participating to "Unraveling Jordan".
  - Gather all the information needed to setup the tour properly: who they are, which needs they have, their specific styles and peculiarity.
- Here is a re-scheduling of the previous timeline for the remaining activities (stick to this timeline to avoid problems in the tour setup):
  - By the end of December: definition of the itinerary details (length, period, areas, activities, logistics, accommodation and food, local guides).



- By the end of December/beginning of January: tour promotion and applications gathering.
- Mid February: final selection of the bloggers, photo makers and video makers.

Finally, in agreement with JTB staff, my next and final mission will be hopefully scheduled during the first tour, allowing me to participate to it, in order to adjust the project if needed.