**KREAL & PD Črnomelj EVENT IDEAS**

**Timing**: 25.9. @12h

**Participants:** BB Team (marketing/promotion), Tiana Productions & BB Team (photo/video), PD Črnomelj (performants), bloggers (6 ppl) + photographer Marco Secchi

**Location**: KREAL outdoor fitness area in BIG BERRY

**Execution**:

1. Getting together – briefing
2. Workshop about climbing (30min) – tieing knots, describing equippment, involving bloggers, preparation in front of outdoor fitness area in resort
3. Short warm-up
4. KREAL presentation of E climber – manual for mobile app & installation
5. Organization of climbing championship with 3 routes: children, amateur and professional
6. Research of positive sides and comments about mobile app

**BB Team promotion strategy**:

* Interview with KREAL for BB website
* Interview with PD Črnomelj for BB website
* 1 week campaign on Facebook and Twitter – including 3 post on each platform about climbing/outdoor activities/resort activities, FB competition with published result on the day before the event (prize will be sesame oil from local producer Pečarič – reason sesame oil cures joint pain), sharing news from KREAL and their sources
* Publishing info about event on *Radio Odeon* and on TV *Vaš Kanal FB page*
* Organization of the climbing game for 3 categories – children and adults from PD Črnomelj – through 1 route offered by mobile app
* Video comments about mobile app satisfaction

