



“Digital business solutions to cope with the pandemic in rural areas”

Online workshop
December 14, 2021; 10.00-13.00

AGENDA

- 10:00** Introduction and presentation of the workshop goals
- 10:10** Presentations of good practices by invited partners

Companies of tomorrow - Presenter - **Ewa Wójcik**

Training and development program for SMEs on the sale of products and services on the Internet

Online activity has become an opportunity for companies to survive the crisis, maintain jobs and develop their business – how can we help them?

Digital First AI - Future-proof Marketing Platform

Presenter - **Paulina Wiesiołek**

Polish startup has created a platform that enables the creation of funnels and a marketing strategy with the help of artificial intelligence.

Creating digital marketing strategy with AI online – the example of how new technologies can be used by SMEs

- 10:40** Presenting the areas of interest for the workshop
- 11:10** Group work – sharing experiences, good practices and obstacles
- 12:00** Show-and-tell - presentation of work results
- 12:35** Group work - discussing what everyone has learned
- 12:50** Closing

