



Erasmus+



"MINDS into MATTER - the "Book of Business" sustainable training tool in the tourist industry"

Project number 2016-1-IS01-KA202-017090

PROGRAM

TURBOs training in Estonia, September 13-17, 2017

Day 1. September 13, 2017

Arrivals and accommodations of foreign participants (Hansina-Herdis-Wieslawa).

15:00-18:30 Work with Estonian turbos.

- Presentation of participants and training agenda.
- M&M project presentation in details.
- Making BoB (Book of Business) - how and why?
- Expectations of work on BoB - what is going to be the main benefits for all.
- Obstacles, goal and gaining of the work.

19:30 Dinner.

Day 2. September 14, 2017

10:00-13:30 Work with turbos.

- The draft of BoB working plan.
- Sample of Icelandic BoB - how to make it, others experiences.
- Discussion of the specific of Estonian rural tourism businesses and how to make BoBs.

14:00-15:00 Lunch.

15:30 Work with turbos.

- Visit of Nelijärve Puhkekeskus (one of turbo's place), meeting with owners.

18:00-18.30 Work of the A&R team.

19:00 Dinner.

Day 3. September 15, 2017

10:00-13:30 Work with turbos.

- The main structure of BoB.
- The business concept and the vision.
- How to make video (samples).

14:00-15:00 Lunch.

15:30-18:00 Work with turbos.

- Visit to the Nelijärve Puhkekeskus office in Tallinn, meeting with staff.
- Walking tour in the Old Town with mentors and turbos.

19:00 Dinner.

Day 4. September 16, 2017

10:00-13:30 Work with turbos.

- SWOT analyses.
- Perspectives and opportunities.

14:00-15:00 Lunch.

15:30-18:00 Work with turbos.

- How can we improve our business with BoB as a working tool?
- The work with M&M Erasmus+ project: analysis of the application and reality.

17:30 Dinner.

19:00 Visit to Estonian National Theater "ESTONIA", balee "Bayadere".

Day 5. September 17, 2017

10:00-13:30 Work with turbos.

- Was it what's expected?

14:00-15:00 Lunch.

15:00-16:30 Final discussion with the mentors and turbos.

- Overview of the work on BoB as a working tool.

- Next steps in the M&M project.

16:30-17:30 Mentors and turbos evaluations of the training course.

17:30-18:30 Evaluation of turbos' training in A&R team.

19:00 Dinner.

Mentors:

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