

Marketing Plan for the year 2010

Schedule of the joint promotional activities in 2010

	Description	Performing party	Planned date	Estimated costs
UNITED STATES				
1.	E-learning promotion USA	CZT	January-December	20 000 EUR
2.	Roadshow USA in 3 cities	CzT	September	15 000 EUR
3.	Famtrip USA	PTO	October	10 000 EUR
RUSSIA				
4.	Jekaterinburg workshop	HNT0	first half	7 500 EUR
5.	Insert Magazine Doctor Travel	HNT0	first half	15 000 EUR
6.	Roadshow: Niznij Novgorod, Kazan, Samara and Moscow	PTO	September	20 000 EUR
7.	Tour operator fam trip	STB	October	8 000 EUR
8.	E-learning program in Russian	HNT0	second half	15 000 EUR
ASIA				
9.	Musical workshop and presentation in Tokyo	HNT0	September	28 000 EUR
10.	COTTM	STB	April	65 000 EUR
11.	ITB Asia	CzT	October	40 000 EUR
12.	India: Roadshow in 3 cities (Mumbai, Delhi, Bangalore or Chennai), V4 famtrip, Advertising	POT	April September 4th quarter	20 000 EUR 15 000 EUR 20 000 EUR
Other markets				
13.	Brasil: V4 presentation in Sao Paulo brochure on Portuguese	CzT	second half	17 000 EUR
OTHER				
14.	Website renewal	CzT	first half	13 000 EUR
15.	Statistics (electronic)	All	May	0 EUR
Total				328 500 EUR