

## MARKETING PLAN FOR THE YEAR 2009

### Schedule of the joint promotional activities in 2009

	Description	Performing party	Planned date	Estimated costs
	<b>Russia</b>			
1.	Russian version of European Quartet website	Czech Republic	2009	2 000 EUR
2.	Workshop (2 cities in Asian part of Russia)	Slovakia	2009	15 000 EUR
3.	Road-show in Moscow and the area	Poland	2009	10 000 EUR
4.	Intourmarket trade show	Czech Republic	March 2009	68 000 EUR
5.	Fam trip	Slovakia	2009	10 000 EUR
6.	Workshop and presentation on spa and health tourism – Moscow	Hungary	2009	25 000 EUR
	<b>USA</b>			
7.	E-learning system operation	Poland	2009	15 000 EUR
8.	Promotion of e-learning system	Czech Republic	2009	20 600 EUR
	<b>China</b>			
9.	COTTM trade show	Hungary	April 2009	65 000 EUR
10.	Road-show Quanzhou and Beijing	Poland	April 2009	10 000 EUR
	<b>Japan</b>			
11.	Fam-trip for tour operators	Poland	2009	15 000 EUR
	<b>Asia</b>			
12.	ITB Asia	Poland	2009	45 000 EUR
	<b>General</b>			
13.	European Quartet website	Czech Republic	2009	5 000 EUR
14.	Statistical brochure – online	All	2009	0 EUR
	<b>TOTAL</b>			305 600 EUR