



FOR IMMEDIATE RELEASE  
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## DESTINATION DIGITAL!

**Murray Regional Tourism has teamed up with industry expert, Despina Karatzias, to deliver a series of 12 free digital marketing webinars to help tourism businesses along the Murray enhance their online presence.**

The program has four key themes: Digital Strategy for Tourism, Digital Marketing, Facebook Marketing, and Instagram for Tourism. There will be three webinars provided on each theme, which will assist tourism operators to build on their knowledge and put their learnings into action.

CEO of Murray Regional Tourism, Mark Francis, said both better understanding digital marketing and providing training via the webinar format was critical for the industry in this region.

"Our tourism operators are spread from Wentworth-Mildura to Albury-Wodonga and everywhere in between. To overcome the tyranny of distance, effectively using digital technology for both training and marketing is essential," he said.

"Training in digital marketing is overwhelmingly a focus area for our operators. This has come through strongly in feedback we received throughout our previous webinar series and also our industry survey," he said.

The program will allow Murray tourism operators to take their business and digital marketing initiatives to the next level.

Webinars are free of charge for Murray tourism operators and are conveniently scheduled between 1pm – 2pm to allow participants to 'lunch-and-learn'. Recordings will be sent to all registered participants to watch again or at a time that best suits them.

The webinar series commences on Wednesday 5 September 2018 at 1pm.

To register, or view the full program, please visit <http://www.murrayregionaltourism.com.au/industry-development/training/>

Murray Regional Tourism (MRT) works in partnership with Visit Victoria, Destination New South Wales, Destination Riverina Murray, 13 Local Government areas and Regional Tourism to grow the visitor economy across the Murray region.

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### About Despina Karatzias:

*Despina has over 15 years of business and digital marketing experience, has published a book 'Adventures of a Balloon Girl', is an accredited coach and trainer and an all-round champion of small business. She is very proud to only teach topics she has personally implemented in previous roles or in her own business today.*

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