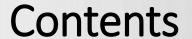
HOW TO ATTRACT MORE INTERNATIONAL AUDIENCE IN PLOYDIY?



Konstantinos Akritidis – Koutsioumpas Andrea Marsano Eloisa Zoroddu Daniela Garrisi Sara Salamina

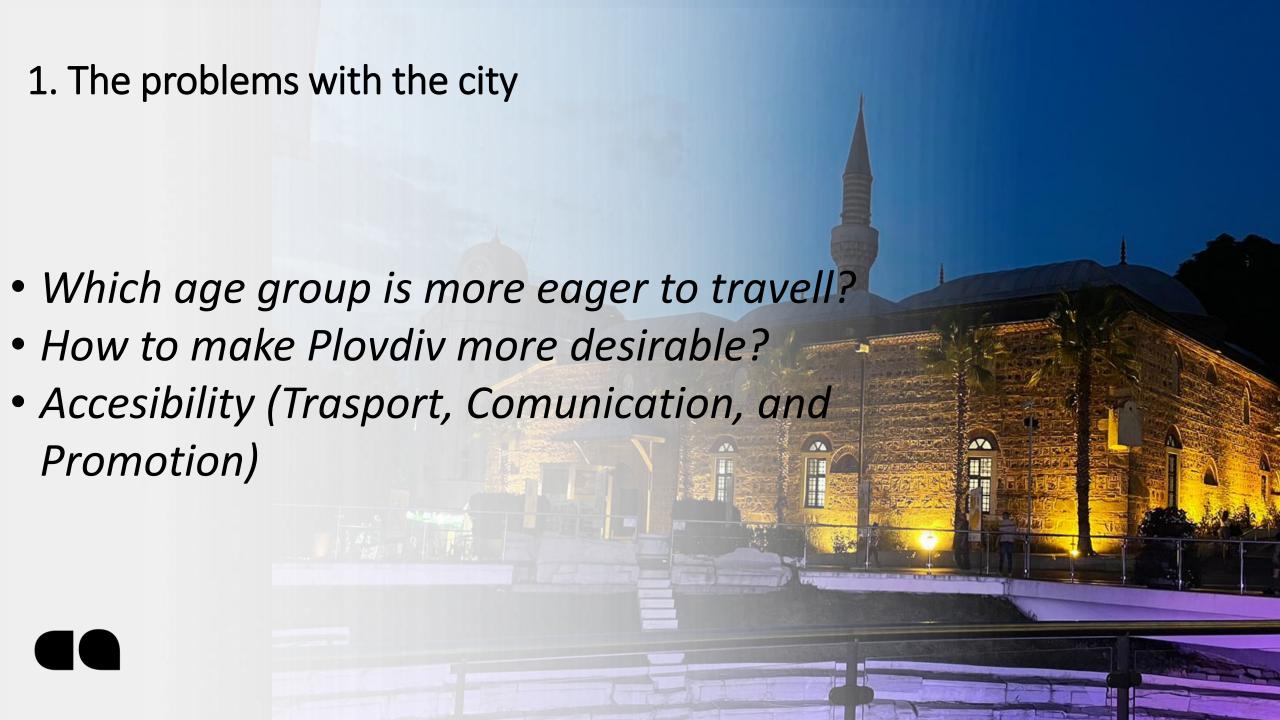


1. The Problems with the city

2. Our Proposal

3. Conclusion





2. Our proposals

- Intergovernmental Cooperation between EU countries:
 - Promoting Plovdiv's cultural events in other European cities
 - Broadcasting promotional videos of current events on TV, radio, and social media
 - Spreading promoting material in key locations inside and outside Bulgaria (airports, tourist attractions, ..)
 - Sending newsletters to inform foreign University
 students about cultural events in Ploydiv

2. Our proposals

- Using latin alphabet together with the cyrillic one:
 - Libretto with added English translation in order to follow the lyrics of the opera
 - Billboards, information boards, and general promoting material not only in Bulgarian language



3. Conclusion

We want to bring attention on three key words that can sum up our proposals:

- <u>Feasibility</u>: all the solutions we proposed are not abstracted but are only an improvement of things that alredy exist;
- <u>Efficiency</u>: as we see in the examples a lot of the proposals made work in other countries, so why not in Bulgaria?
- Inclusivity: we are not going to change the Bulgarian culture but try to make it more approachable.

It's not a dream, it's possible!



Thank you for your attention



