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*(The content of the pictures is in Bulgarian)*

**PROGRAM**  
**at a one-day traveling seminar**  
**city of Plovdiv, July 29, 2021**  
**within a project**  
**Visual Communication and Identity (VIC)**

<b>10:30 - 11:00</b>	Registration of participants
<b>11:00 - 11:30</b>	Opening of the seminar, introduction to the project, presentation of the guest speakers.  <b>Mrs. Kostadinka Todorova</b> / President of the Association "International Initiatives for Cooperation", project manager /
<b>11:30 - 13:00</b>	Presentation of the Analysis of the needs of civil society organizations in the field of visual identity and communication  <b>Mrs. Lyuba Spasova / Assoc. Dr. Lyuba Spasova, ISF-BAS /</b>  Digital marketing for NGOs  <b>Mrs. Justin Thoms / online media expert and longtime lecturer in digital communication at NBU and SoftUni Digital /</b>  How to create understandable content for different media?  <b>Mrs. Radoslava Ivanova / external expert, philologist /</b>
<b>13:00 - 13:30</b>	Feedback from participants trained in the project  <b>Violeta Nikolova, Plovdiv</b>
<b>13:30 - 14:30</b>	Lunch
<b>14:30 - 15:30</b>	Workshop for sharing ideas and practical experience between active representatives of the NGO sector and experts.
<b>15:30 - 16:00</b>	Coffee break
<b>16:00 - 17:00</b>	Presentation of the results of a workshop for sharing ideas and practical experience between active representatives of the NGO sector and experts.