

Digital marketing all-inclusive
package

Day 0

- Arrival to Prague, accommodation
- Welcome drink

Day 1

- Morning: Prague Castle sightseeing, including interiors, Golden alley, St. Vitus cathedral
- 14 – 17 hrs: **Workshop: Digital communication introduction**

Day 2

- Morning: Vyšehrad (upper castle) walk with a guide
- 19 hrs: Black light theatre

Day 3

- 9 – 17 hrs: **Workshop: UX - User Experience, Content on the Internet**
- After 17h: free program

Day 4

- 9 – 17hrs: **Workshop Online marketing – PPC /Google AdWords/**
- From 19 hrs: Historic show in Celetna (Old town) with dinner and drinks.

Day 5

- 9 – 11 hrs: Aquapark Čestlice
- Afternoon: Shopping
- From 18 hrs: Novoměstský brewery excursion and beer tasting.

Possibility to choose optional course: 9-16 hrs: Google certification (fundamentals + search), for extra fee of 100 EUR.

Day 6

- 9 – 12hrs : **Workshop: Promotion on social networks**
- Afternoon: shopping

Day 7

- Trip to Skoda Mladá Boleslav (car making factory and museum)
- 14 – 16hrs: **Workshop: Google Analytics**
- From 19 hrs: a) Křížíkova fountain or b) Petřín watchtower and pub U Fleku

Day 8

- 9 – 17 hrs: **Workshop: Email marketing, Link-building, Mobile marketing**
- Evening: free program

Day 9

- 9-15 hrs: Karlštejn castle trip
- Evening: night ZOO

Day 10

- 9 – 17 hrs : [Workshop: Sales and presentation skills](#)
- Evening: free program or shopping/cinema

Day 11

- Transfer to the airport

Package contains:

Digital marketing course including studying materials, coffee breaks with refreshment

Accommodation with half-board, sightseeing, trips, transfers and refreshment

Price for the complete package: 2 990 EUR (990 course + 2 000 package)