

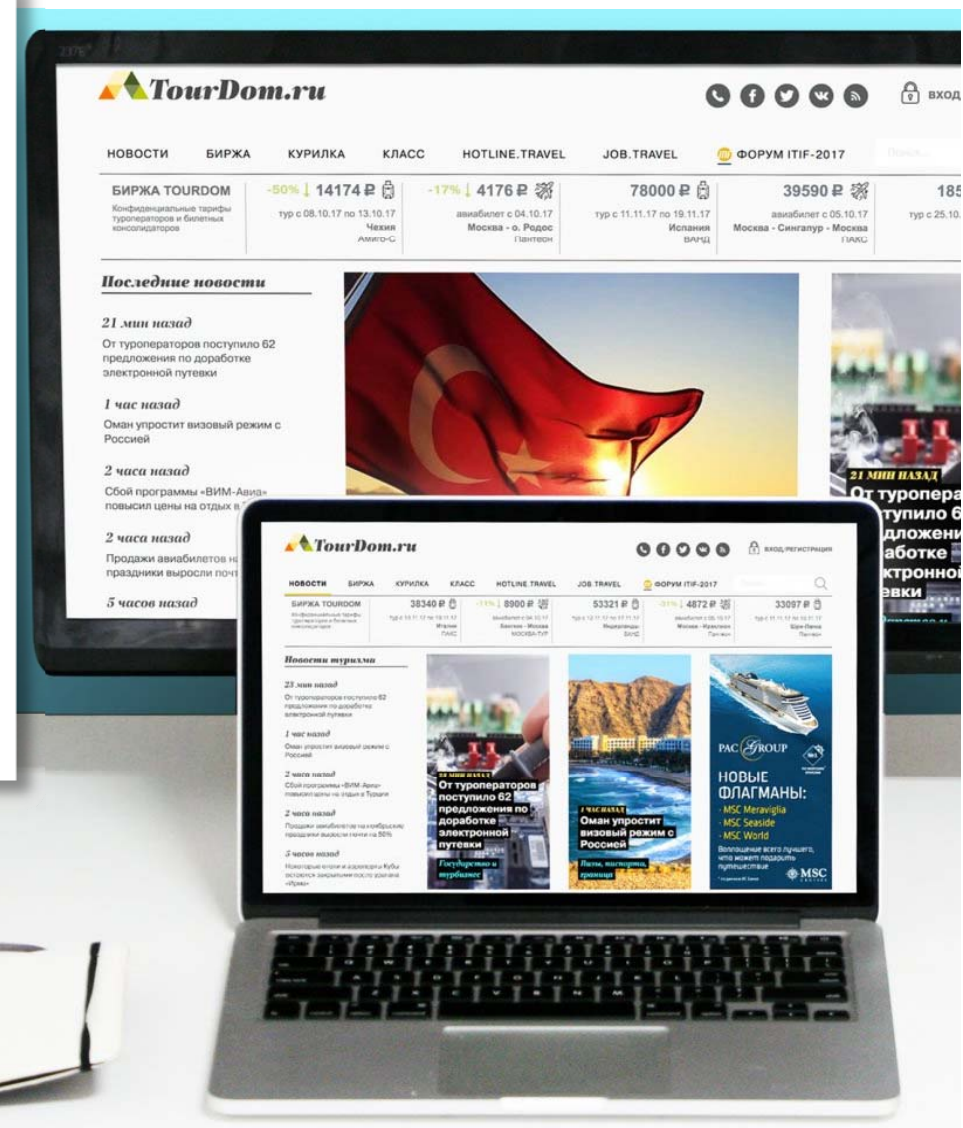
**telebrige**



**New project by Tourdom.ru**

**Tourdom.ru** is the first professional tourism portal in Russia.

**Audience** – from 25,000 to 30,000 users daily on average.



**TELEBRIDGE.** The aim of the project is to organize exciting discussions on the most relevant topics between Russian and foreign experts, broadcasting these talks to a vast audience of tourdom.ru



## **TELEBRIDGE! How is it different from a webinar?**

The main principle of the webinar is capturing the monologue of an expert on camera.

A successful webinar requires: 1) a patience audience, and 2) an engaging speaker.



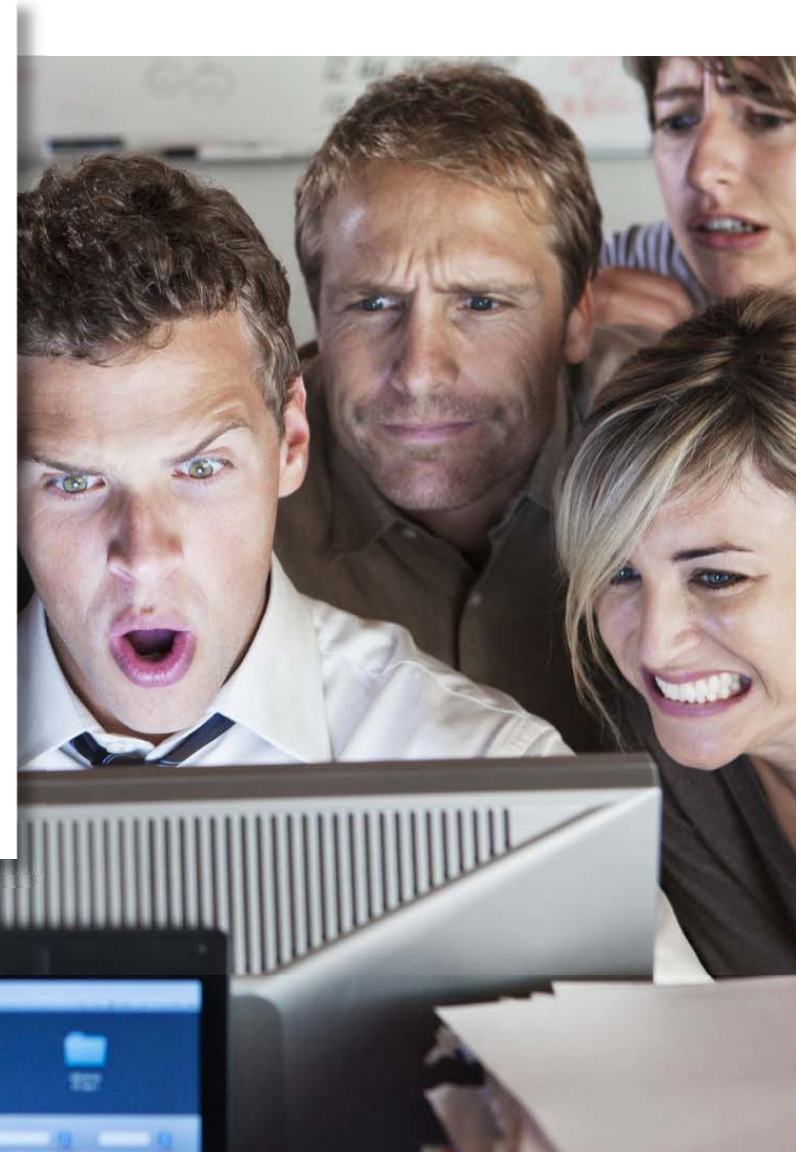
## WHAT IS A TELEBRIDGE?

It's a bilateral discussion involving at least one expert at each side, moderated by a professional journalist.





**Thus, as compared to a webinar, the TELEBRIDGE has improved chances of:** 1) engaging the audience, 2) motivating experts for an outstanding, professional and open discussion (*it's not so easy to be dishonest, or to exaggerate and embellish the facts when you interact with your colleagues*).



**So, the main advantage of the TELEBRIDGE** is the fact that this format allows to convey any information, even not being very interesting, to the audience in a lively, engaging and professional manner. And when it comes to relevant and acute topics, we can guarantee a really stunning success of the broadcasting.



Thus, the **TELEBRIDGE** on **Tourdom.ru** is an original and fresh solution for informing the broad audience of the touristic sector in Russia of the news, offers and problems from foreign partners.

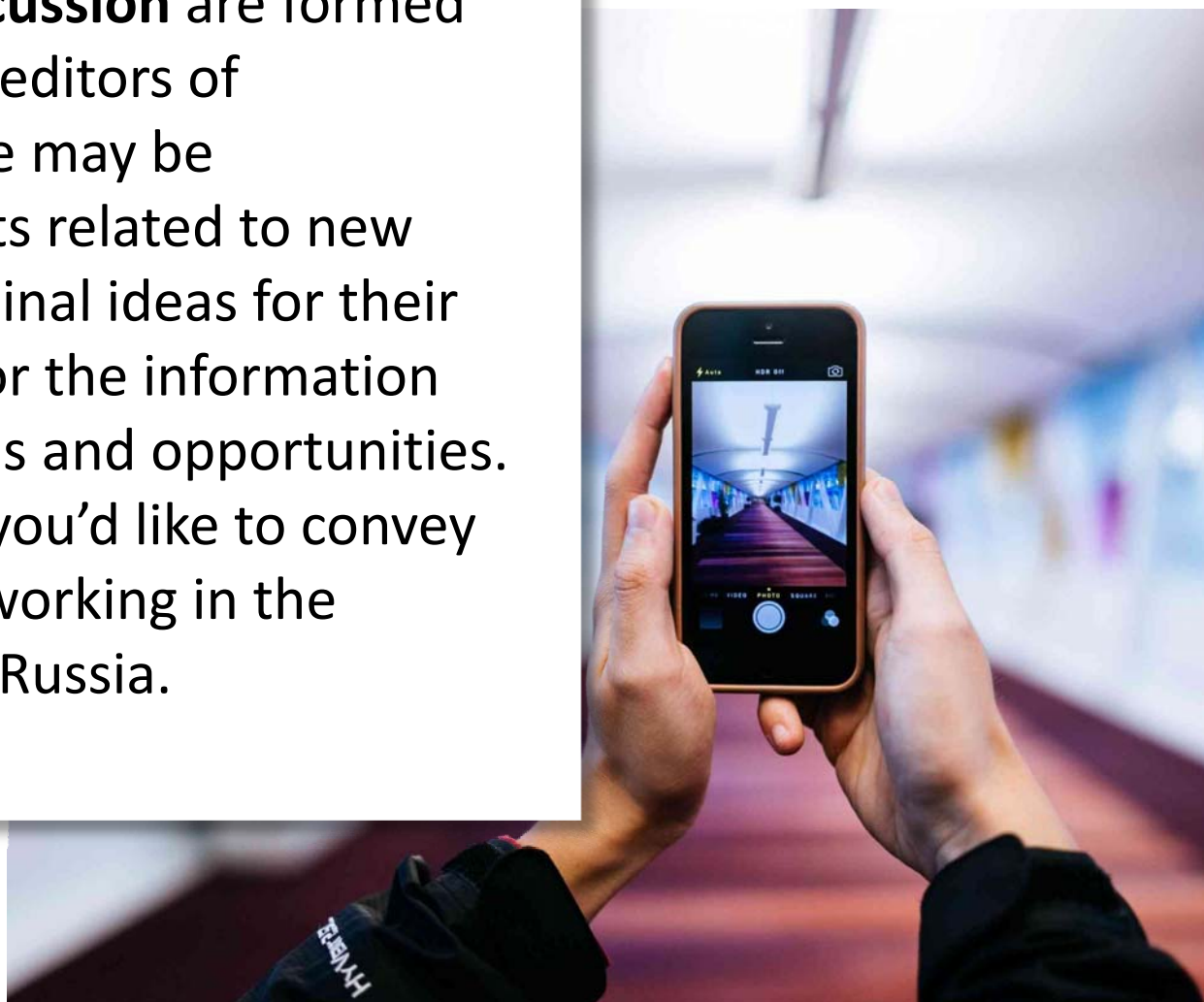




**You decided to take part in  
the TELEBRIDGE? Excellent!  
What's next?**



**The topics for discussion** are formed together with the editors of Tourdom.ru. These may be newsworthy events related to new programs and original ideas for their implementation; or the information about new services and opportunities. In brief, all topics you'd like to convey to the specialists working in the touristic sector of Russia.



When the topic of the **TELEBRIDGE** is defined, we need to select experts who are going to participate in the discussion on the part of Russia.

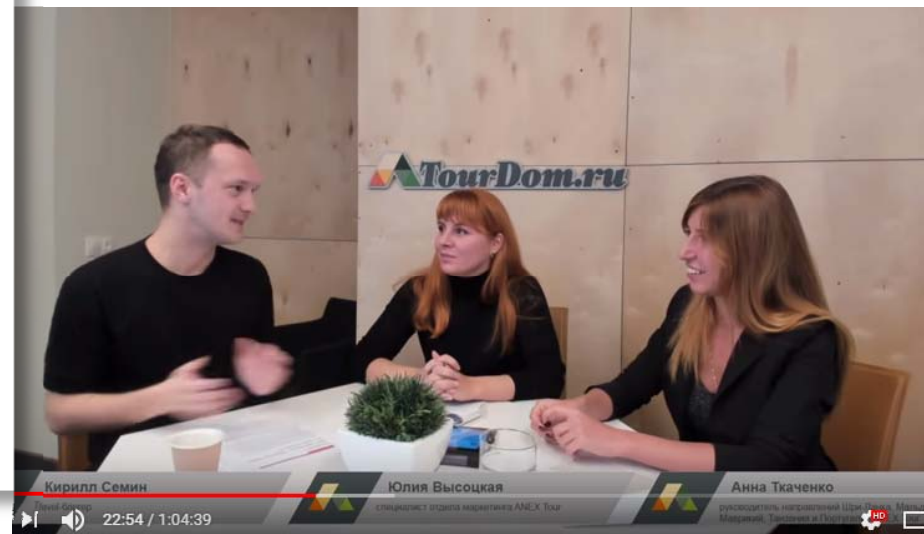


## **Organization of broadcasting**

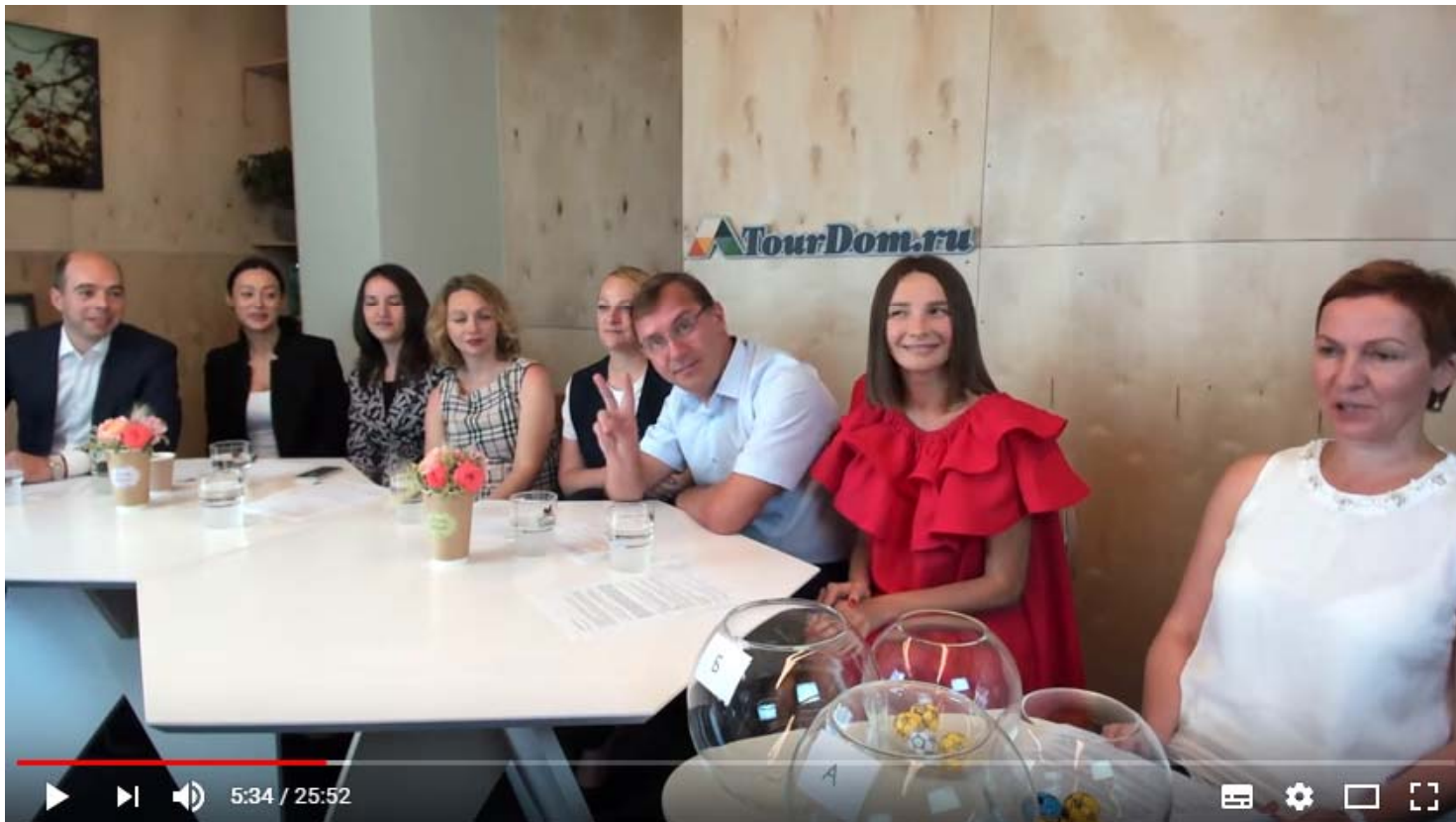
To organize broadcasting you'll need a well-lit room, a video camera and a microphone for each speaker.



**Russian experts  
gather in the  
Tourdom.ru studio  
equipped by two  
high-quality video  
cameras and  
microphones for  
each speaker, a  
moderator and an  
interpreter.**







Live Stream from the Studio Tourdom.ru with the participation of 8 experts at the same time.

**Now let's set a date  
of the TELEBRIDGE!**  
Your personal consultant  
on advertising:

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