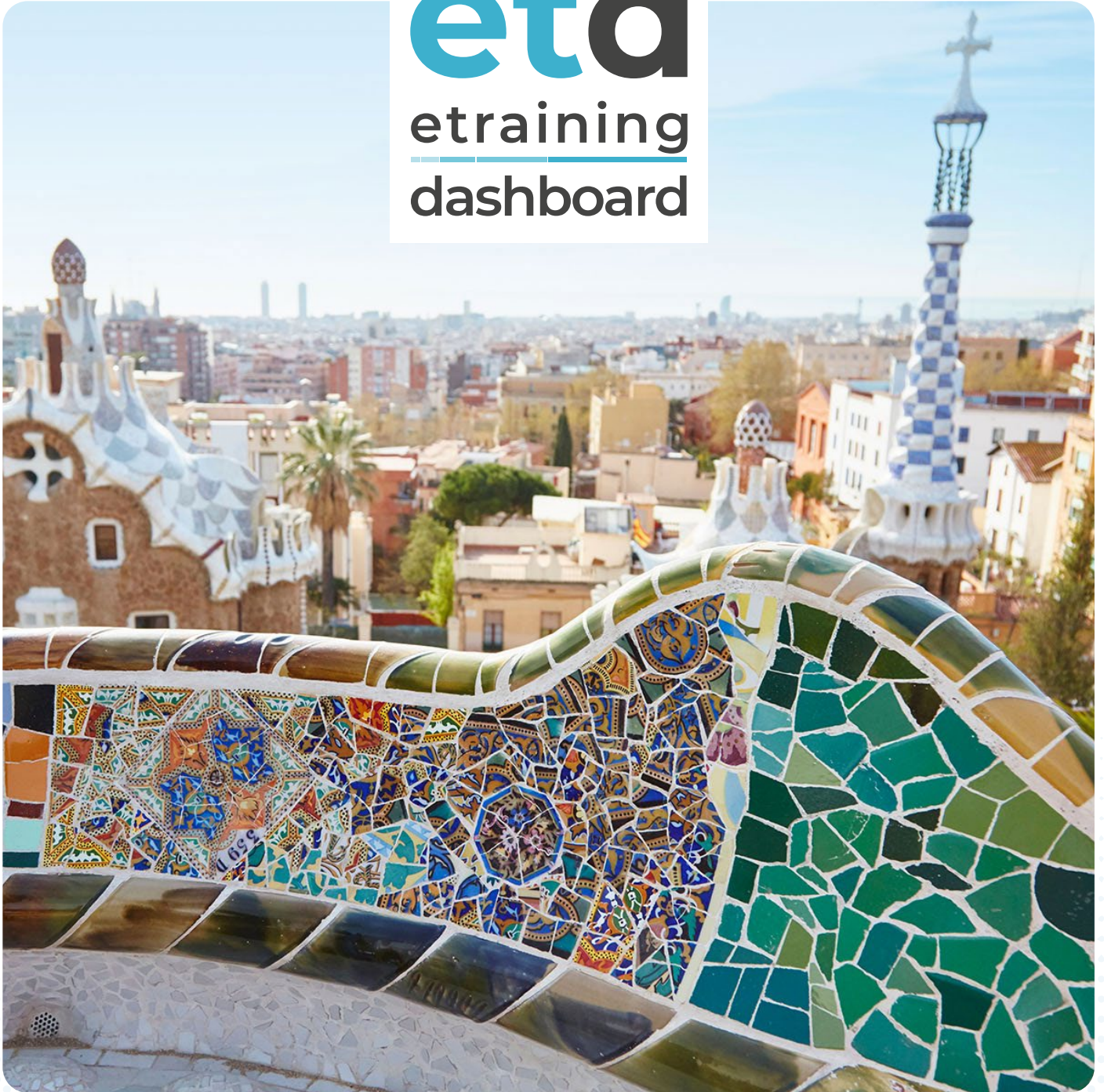


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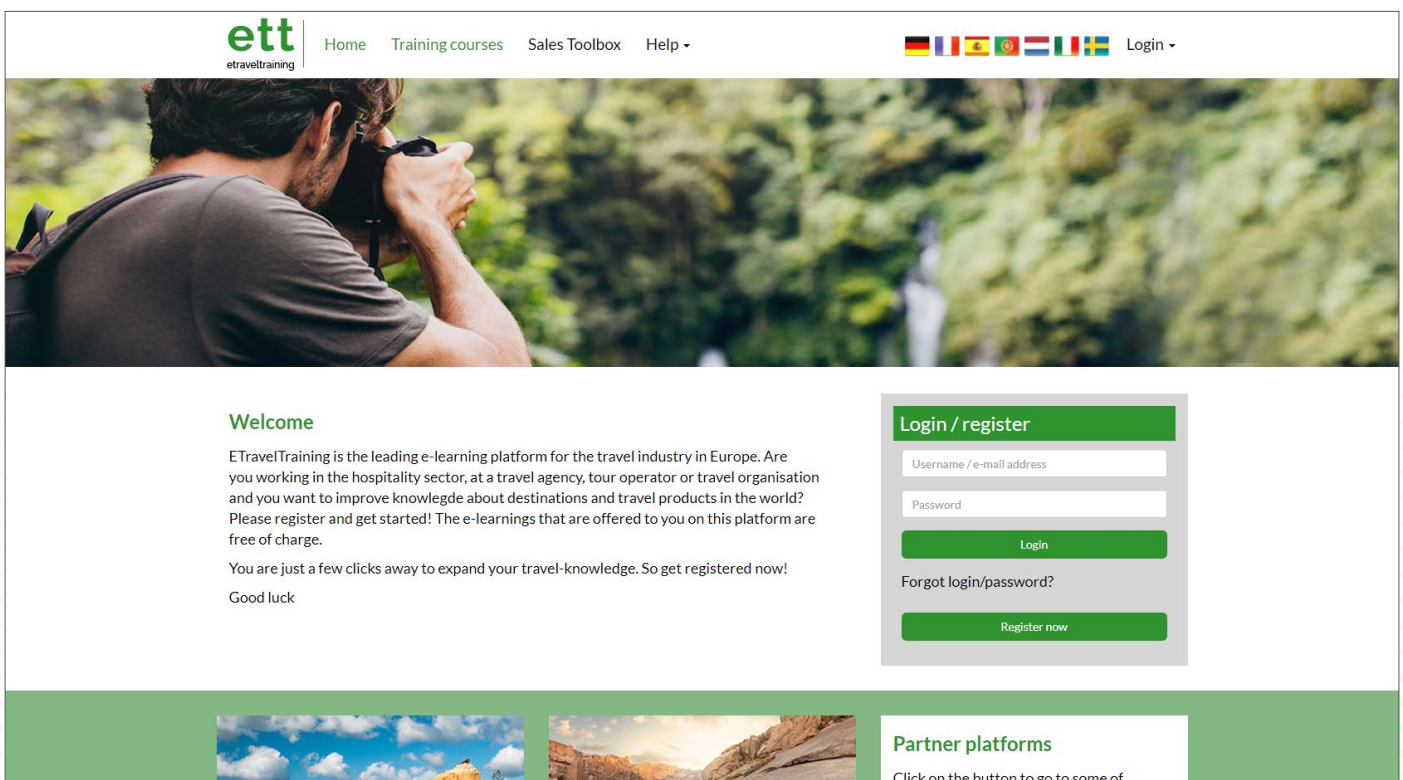
our solution for

Destination Marketing Organisations

Specialist solution

The eTraining Company has been providing specialised e-learning portals to various city, regional and provincial marketing organisations in the Netherlands for many years. The portals enable them to efficiently and effectively increase knowledge among their target groups. Not only does the Content Management System ensure that modules can be put together quickly and easily by their own staff, it also allows them to involve and enthuse volunteers, internal departments, marketing partners, municipalities and provinces about relevant topics.

uk.etraveltraining.eu



The screenshot shows the ETravelTraining website interface. At the top, there is a navigation bar with the logo 'ett etraveltraining' on the left, and links for 'Home', 'Training courses', 'Sales Toolbox', and 'Help'. On the right side of the navigation bar, there are flags for Germany, France, Spain, Italy, and Sweden, followed by a 'Login' button. Below the navigation bar is a large image of a man with a backpack taking a photo with a camera. The main content area is divided into two columns. The left column has a 'Welcome' section with a green heading and text: 'ETravelTraining is the leading e-learning platform for the travel industry in Europe. Are you working in the hospitality sector, at a travel agency, tour operator or travel organisation and you want to improve knowledge about destinations and travel products in the world? Please register and get started! The e-learnings that are offered to you on this platform are free of charge. You are just a few clicks away to expand your travel-knowledge. So get registered now! Good luck'. The right column has a 'Login / register' section with a green heading, two input fields for 'Username / e-mail address' and 'Password', a green 'Login' button, a link for 'Forgot login/password?', and a green 'Register now' button. At the bottom, there is a green banner with two landscape images and a 'Partner platforms' section with a green heading and a link: 'Click on the button to go to some of'.

You can use the following login codes to enter the platform as a user

Username: Exampletravel!

Password: Exampletravel!

Strong solution

For Destination Marketing Organisations we offer a unique solution. Besides a recognisable elearning portal, a user-friendly CMS (with which you can easily compile your own modules) and the visually attractive training courses, we offer a number of unique extras.

Our solution includes:



a recognisable elearning portal that we produce for you, in your colours, look & feel and appearance



the possibility to arrange your modules exactly how you want; by place, by theme or by date



the possibility to add extra languages to your portal so you can reach out to international targetgroups and let them learn about your tourism product too



a 'Salestool kit' button to share information brochures, maps, surveys and marketing tools



the possibility of adding a micro elearning-portal where you can assign modules, learning paths and marketing tools to a specific targetgroup like marketing partners



various motivational tools including an attractive quiz module and a level system

Creative, Effective, Interactive

With the ETraining Dashboard, we are able to offer you a well thought-out and user-friendly e-learning portal. With the help of sophisticated tools, we create an entirely personalised learning website for your organisation. Through simple and clear navigation, the processing time to get to know the program is not more than 2 minutes. An important factor! After all, you want to inform not irritate! your participants.

In addition, with our technology you have a method that is not only efficient but also proven effective. Users are actively involved in the modules. Not just by answering a simple multiple choice question now and then, but by having them click, drag and drop, think about statements and ask them to solve (fun!) questions. The modules also have a strong visual appeal. No books online, no overkill of information, but learning in a way that is appealing and effective.

Would you like to know more about our product, the possibilities and extras? Download [our whitepaper](#) with all the benefits of ETraining Dashboard.