



Press release



book
PLATFORM

International training workshop for publishers to take place in Mtsketa (Georgia)

The second training workshop within the Book Platform project will take place on **8th-9th September 2012** at **Kapiloni Hotel, Selo Misaktsieli, 3308 Mts'khet'a**. The Book Platform project is funded by the European Union and is implemented in frames of the Eastern Partnership Culture programme.

The workshop entitled **Audiences Outreach Strategies** is intended for Georgian and Armenian book publishers and cultural journalists who have an interest in expanding their audiences by means of new technologies. The two-days interactive event will be led by **Johan Greiff (Sweden)** in conjunction with **Sandro Asatiani**, a publisher and e-books expert from Georgia, and **Karen Margaryan**, publishing expert from Armenia.

The training workshop will offer participants an introduction into the conceptual issues surrounding the debate about e-books, different models for reaching out to new audiences (particularly youth) and practical skills on how to market digital content.

The training program will also offer individual consultations to the book professionals from the two countries. After the training, a minimum of two selected projects will be provided with remote mentorship scheme.

More follows

THE BOOK PLATFORM is a new EU-funded project to support book sectors in Armenia, Georgia and Ukraine. The project idea is in line with the overall objective of the Eastern Partnership Culture programme to support the role of culture in the region's sustainable development and promote regional cooperation among public institutions, civil society, cultural and academic organisations in the Eastern Partnership region and with the European Union.

For more information, please, contact:

Ms. Nino Goginashvilli, project manager - GBPA

Tel: 00995555140565, email: dir@gpba.ge

EU Delegation to Georgia: Mrs Tamriko Mikadze, tamriko.mikadze@ec.europa.eu

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The European Commission is the EU's executive body.

“The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders”.

Delegation of the European Union to Georgia
38, Nino Chkheidze, 0102 Tbilisi, Georgia
Tel:(+995 32) 294 37 63 Fax:(+995 32) 294 37 68