



AD.4.7

Working language – *English*

24<sup>th</sup> Session of the ISRBC  
October 26-27, 2010

Secretariat of the ISRBC

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## PROMOTION ACTIVITIES

### Realization of the Work Plan of the ISRBC for FY 2010 – Status Report

No.	ACTIVITY AND OPERATIONAL TASKS	OUTCOMES / STATUS	NEXT STEPS / PROPOSAL / REMARK
<b>3.</b>	<b>PROMOTION ACTIVITIES</b>		
<b>3.1</b>	<b>ORGANIZATION OF THE SAVA DAY 2010 AND OTHER EVENTS</b>		
3.1.1	Logistics and other organisational matters Q1-Q2	Activities realized under the Sava Day 2010 organized by the ISRBC were presented on the 21 <sup>st</sup> Session. A review of the Sava Day 2010 has been prepared. Besides the activities organized by the ISRBC, the Review also includes an overview of the activities realized with representatives of <i>Coca-Cola</i> in Croatia and Slovenia.	The Sava Day 2010 Review is given in Annex 1 to this Status Report.
3.1.2	Preparation of promotion materials and PR activities Q1-Q2	Promotion materials for the Sava Day 2010 consisted of promotion giveaways and publications of the ISRBC, which were distributed among the event' participants.  The related PR activities were organized as well announcements and press releases were disseminated in all four countries, which evidenced good media coverage of central celebration in Gradiška.	The Sava Day 2010 Media Coverage Report is given in Annex 2 to this Status Report.
<b>3.2</b>	<b>DISSEMINATION OF INFORMATION</b>		
3.2.1	Preparation of publications of the ISRBC Q1-Q4		<u>Next steps:</u> Development of the brochure „Executive Summary on the Sava River Basin Analysis“.

No.	ACTIVITY AND OPERATIONAL TASKS	OUTCOMES / STATUS	NEXT STEPS / PROPOSAL / REMARK
3.2.2	Preparation of the „Sava NewsFlash“ <ul style="list-style-type: none"> <li>• Issue No.5</li> <li>• Issue No.6</li> </ul> <div style="display: flex; justify-content: space-between;"> <div style="width: 20px;">Q1</div> <div style="width: 20px;">Q3</div> </div>	The 6 <sup>th</sup> issue of the “SAVA NewsFlash” is currently being developed.	<u>Next steps:</u> Preparation, collection and translation of articles for the 6 <sup>th</sup> edition of the “SAVA NewsFlash”, work with the Service Provider on graphic design and edition make-up; dissemination of bulletin.
3.2.3	Preparation of posters and leaflets	The Sava Day 2010 poster was developed.	
3.2.4	Maintenance and upgrade of the web-site of the ISRBC	The Secretariat performed the web-site content' administration and regularly updated the web-site content. The Contract with the Service Provider for web-hosting has been extended for one-year period.	
3.2.5	Announcement of Press Releases on developments relating to work of the ISRBC	The Secretariat has launched Press Releases on following events organized in past period: Sava River Flood Mapping Workshop (September 6-8, 2010), Sava RIS Workshop (September 15, 2010), and took place in the Press Conference on the Project “Atlas of the Sava River for Nautical Tourism” (September 21, 2010), jointly organized with the Croatian Chamber of Commerce.	The Media Coverage Report for the Press Conference on the Project “Atlas of the Sava River for Nautical Tourism” is given in Annex 3 to this Status Report.