

## Promotion in Motion+

Erasmus+ Project European Congress:  
**“E-Marketing, Entrepreneurship & New Technologies for Education”**

**BGSZC Belvárosi Technikum**  
 Dohány utca 65.  
 Budapest (Hungary )  
**05-09 December 2022**

**Participants**

**Organized by :**

**Co-funded by the Erasmus+ Programme of the European Union**

## Budapest , C1 International Meeting

**This Mobility C1 Hungary has been configured as the 1nd European Congress: “E-Marketing, Entrepreneurship & New Technologies for education” of the Project : Promotion in Motion with code 2022-1-CZ01-KA210-000081871**

In this congress, Teachers and students from the different schools of the Erasmus project participated in the following activities : cultural activities, formation sessions , exhibitions and Working Sessions.

05.12.2022. MONDAY	ACTIVITIES
8:30 – 9:00 9:00 – 10:20	Gathering BGSZC Belvárosi Technikum, Budapest, Dohány u. 65. Welcome meeting: Introduction of the project. Introduction of the participants. Students from each country are presenting their school (ppt) Logo competition ceremony Place: 312/1 classroom
10:20 – 10:45	Coffee break
10:45 – 11:45	Lecture on e-marketing and innovative marketing methods delivered by Mr Viktor Visztl, an on-line communication expert, a co-owner and CEO of Mediaevent company
11:45 – 12: 00	Coffee break
12:00 13:00 – 14:00	Leave for the city tour (students + teachers) Budapest sightseeing by a floating bus
14:00	Students: free time Teachers: leave for lunch
14:30	Teachers: Lunch in Trófea Grill Újbuda Restaurant
16:00	Free time/optional city center visit
Teachers in charge of the day	Ildikó Élesné Kecskés, Zsuzsanna Laukó, Ágnes Berend, Melinda Zsombori, Svatava Olbrechtová

06.12.2022. TUESDAY	ACTIVITIES
8:30 – 9:00 9:00 – 9:15	Gathering BGSZC Belvárosi Technikum, Budapest, Dohány u. 65. Santa Claus is visiting the participants of the mobility. Suggestion: to wear something red and/or black and to greet Santa with a song ☺
9:15 – 10:20	Students: 'Country Promotion' Preparing an online quiz in groups about their country and preparing a short ppt to promote their region/country Place: 311 Teachers: Lecture on new technologies in teaching and E-twinning delivered by Mr Alfonso Ballesteros Gonzáles (1st part) Place: 312/1
10:20 – 10:45	Coffee break
10:45 – 11:40	Students: Playing the online quiz prepared during the previous session Place: 311 Teachers: Lecture on new technologies in teaching and E-twinning delivered by Mr Alfonso Ballesteros Gonzáles (2nd part) Place: 312/1
11:40 – 13.10	Students: Free time (lunch) Teachers: Lunch in Araz
13.10	Leave for a visit to Zwack Unicum Museum and Factory (students + teachers)
14:00	Guided tour in Zwack distillery, factory and museum.
15:30	Free time/optional visit to the Central Market, to the area of the National Theatre, Palace of Arts and the modern exhibition centre called 'Bálna' (= Whale) on the Danube bank
Teachers in charge of the day	Ildikó Élesné Kecskés, Melinda Zsombori, Alfonso Ballesteros Gonzáles

07.12.2022. WEDNESDAY	ACTIVITIES
8:30	Gathering BGSZC Belvárosi Technikum, Budapest, Dohány u. 65. Leave for the partnerschool venue (students + teachers)
9:30 – 10:45	Workshop on Prezi presentations (1st part)
10:45 – 11:10	Coffee break

11:10 – 12: 30	Workshop on Prezi presentations (2nd part)
12:30	Students: free time Teachers: leave for lunch
13:30	Teachers: Lunch in Stex
15:30	Suggested program for students and teachers: Visit to Advent Fair at St Stephens's Basilica. 16:30 Concert Cirkusz-KA (ethno jazz and world music) 17:00 Visual art painting show on the facade of the church.
Teachers in charge of the day	Melinda Zsombori, Ivett Pataki, Zsombor Deák
<b>08.12.2022. THURSDAY</b>	<b>ACTIVITIES</b>
8:30 – 9:00	Gathering BGSZC Belvárosi Technikum, Budapest, Dohány u. 65. Place: 312/1 classroom
9:00 – 9:50	Half of the participants: Visit to the Film Studio of the School Centre (in our building) The tricks of the effective visuality in commercials. Mobility film making. Other half of the participants: Do-it- yourself activity in the spirit of Christmas (312/1 room)
9:50 – 10:40	The first group goes to DIY-activity, the second goes to the Studio.
10:40 – 11: 00	Coffee break
11:00	Summary of the activities. Feedback and improvement proposals.
11:15	Leave for the Buda Castle (students + teachers)
11:45 – 13:45	A walk in the Buda Castle: Fisherman's Bastion, Mathias Church, President's Palace, National Gallery Visit to the Labyrinth under the Castle Hill (an old-fashioned escape room)
13:45	Students: Free time/further walks in the Castle Teachers: leave for the lunch
14:30	Teachers: Farewell Lunch

Teachers in charge of the day	Ildikó Élesné Kecskés, Zsuzsanna Laukó, Zsombor Deák, Gabriella Varga
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<b>09.12.2022. FRIDAY</b>	<b>ACTIVITIES</b>
All day	Further must-to-see places to visit in Budapest in small groups according to students' and teachers' wish and will. Cultural and sightseeing programs. Farewell Party for students.
Teachers in charge of the day	Ildikó Élesné Kecskés, Svatava Olbrechtová, Alfonso Ballesteros Gonzáles + Host students