

Skål Europe - Communication Director

I am submitting my candidature with the following ideas and targets:

- Push and promote the existing web platforms (visiteuropewithskal.eu, skaleurope.org, europe.skal.org)
- Ensure a good knowledge among Clubs and members about the Digital Transformation
- Ameliorate the communications to Clubs and members via mailings and digital platforms as for instance Facebook, LinkedIn, etc, to be more active with “young” members.
- Create a double way of communication: from top to bottom (already existing) but also from bottom to top

All ideas that the board will decide to communicate will be pushed via this communication tools and/or new ways decided.

Very important is also the double way of communication: getting ideas from members is always a good way to ameliorate. Let's be dynamic and proactive...

My aim is to let our Club(s) and members be more and more visible and become (again) a trusted voice in tourism!

David Fontanella

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INTERNATIONAL SKÅL COUNCILLOR for Switzerland

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