



The Formentera Council's office of tourism unveiled details this morning regarding Formentera 2.0, a training programme in online marketing communication slated to take place 7-10 May.

Leading things at the presentation were Carles Bernús, head of the local tourism board (El Patronat de Turisme), together with Rosa Castells, the coordinator of the Formentera 2.0 training programme. Tourism councillor Alejandra Ferrer has been in Mallorca today for a day-long conference organised by the Balearic Port Authority on quality tourism and was thus unable to attend this morning's event in Formentera.

Formentera 2.0 organisers have announced that 30 interested individuals – owners of small businesses, entrepreneurs, creative minds and journalists from points across the Spanish peninsula – have already signed up for the programme this year. According to Bernús: “These day-long events are not only an excellent chance to learn; they are an incredible resource for networking and meeting professionals in the field”.

Carles Bernús commended Formentera 2.0's organisers on the promise of the posters printed to announce the upcoming event. Looking ahead to the training programme, which, after discounting all collected enrolment dues had a cost of €12,000 (met by the Formentera Council), Bernús boasted: “It will be a treat to see such capable speakers against the relaxed backdrop that our island puts up”.

For her part, Rosa Cartells added: “To anyone attending, this course will provide tools to ensure Internet visibility for their business. Moreover, participants will have the added benefit of learning directly from the experience of professionals like Ana Fernández, Franc Carreras, Folch Studio and Xavier Agulló”. Space is still available for those interested and signup can be done on the website formentera20.com.