



TRAVELLING DIGITALIZATION

DAILY REPORT – DAY 4

Monday, 4th March 2024

After breakfast, the activities started at the mayor's hall with Specialized Workshops: Participants delved deeper into specific topics related to traveling digitization. Workshops covered advanced techniques in digital marketing, data analytics, and e-commerce, allowing participants to develop specialized expertise in areas of interest.

After lunch, we had Project Development: Participants worked collaboratively to apply their newly acquired skills to project development. Mentors provided guidance and feedback as teams formulated project plans, identified key milestones, and allocated resources effectively.

After that, we had a workshop called “Prototyping and Testing”: Practical sessions on prototyping and user testing enabled participants to iterate on their project ideas rapidly. By soliciting feedback from peers and stakeholders, teams refined their prototypes to better meet user needs and preferences. They presented their ideas as a small business owner and were asked by the audience.

After dinner, we had the Hungarian cultural night where we learned about their culture, food, language, and customs and we used this chance for more discussions. Cultural nights doubled as innovation showcases, with participants presenting digital solutions inspired by their cultural heritage. Analyzing the intersection of culture and technology fostered creativity and innovation among participants. Participants exchanged ideas, formed partnerships, and expanded their professional networks, enhancing the overall learning experience.