

## Digital consumer experience

23rd January 2025

At 9.00.

Location: webinar.

Fee per participant:

Micro, small and medium-sized enterprises: free of charge,

Large companies: 500 €.

Using concrete examples, we will examine how to design an optimal digital user experience with a clear goal - be it selling products or getting contacts from potential customers. The user experience is crucial for achieving the desired results, because based on it, the user decides whether he will trust your brand and recommend it further.

### Content:

- understanding digital user experiences,
- the importance of digital literacy and ensuring data security,
- effective communication and response to customer feedback,
- customer orientation, service customization and improvements,
- UX/UI.

The training is for:

✓ UX/UI experts,

✓ online retailers,

✓ to digital strategists,

✓ to marketing experts,

✓ to project managers,

✓ to everyone who wants to improve digital literacy.

Lecturer:

Rok Makovec is the co-founder and CEO of IT Melon, an online marketing agency. He is an expert in the field of digital marketing, and together with his team he has helped many companies over the years to win new business and increase sales. He is also a co-organiser of the Digital Laboratory marketing conference. He is involved in marketing and sales activities throughout Europe (OI Concept project, NLP Sweden, KinG Kong Corporation Pty Ltd).

Registration fee:

The price covers participation in the event, materials and certificates. Certificates will be issued upon request.

Registration:

Applications are accepted until places are filled. The deadline for any cancellation in writing is 20 January 2025. Otherwise, we will charge you the full registration fee!

**Payment:**

Please transfer the registration fee in advance to the GZDBK business account at NLB, d. d., Ljubljana, number SI56 0297 0025 6614 247, reference 20250123 + your company's registration number. GZDBK registration number: 2295032. GZDBK VAT ID: SI68152990. Please present the receipt of payment no later than upon arrival at the event.

The event takes place as part of the SRC-EDIH project.

