



AISO

Pooria Manoochehri

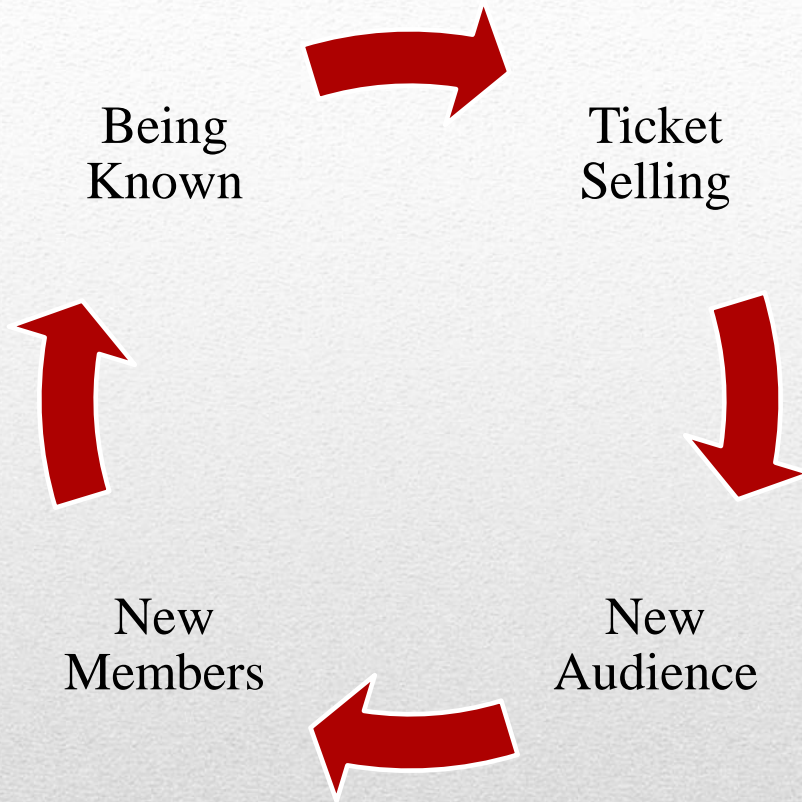
- Mission: Fostering Iran-Austria relations based on “Dialogue Among Civilizations” and dialogue between religions
- Works under supervision of Federal Ministry for European and International Affairs
- They have over 1100 young students, in their German classes
- They have formed an opera studio, orchestra, and theater group in 2001, 2002 and 2004 respectively
- Old staff, young members



Introduction

- Limited number of public performances
- Old fashioned marketing plans
- Lack of performance evaluation
- Lack of new ideas

What's Wrong?



Objectives

- **Content Marketing** → Radio OKF, Concert Recording
- **Crowdsourcing** → Sending Mass Messages, Social Media Pages
- **Direct Marketing\Electronic Marketing** → Email marketing, Poster
- **WOM marketing**
- **Testimonial** → Social Media Pages, Press

Strategies
