

ACTIVITIES REPORT



INTRODUCTION

The year 2020 was undoubtedly an extremely difficult year for everyone.

During which we had to reinvent ourselves, to adapt systematically to the new circumstances and to the uncertainty of tomorrow.

It is now time to evaluate the year 2020 and make the possible planning for 2021, always knowing that there are no certainties and that the key words will be to review and to reinvent.

We can say that many of the goals that had been set for 2020 were achieved despite the circumstances and constant adaptations.

And others, not initially foreseen, were fulfilled in response to the situations generated by the pandemic. Through a strengthening of publications and free content both on the website and on social networks.

In view of the confinement, we appealed to our authors to provide more content for free or, when this was not feasible, at much lower prices.

The response was absolutely fantastic! A huge thank to everyone.

It is now time to evaluate the past year and understand which paths to follow in order to improve, Always ... With you.

**THANK YOU FOR
BEING WITH US ON
THIS ADVENTURE
THROUGH THE
FASCINATING
WORLD OF HISTORY,
ART, CULTURE**

WERE ARE WE TODAY

88

online courses

4451

students

65%

return after taking the first course

90700

newsletter subscribers

42000

monthly average website visitors visiting more than 3 pages

140000

followers on social networks

46

origin countries of online course participants

Our general objective is to double these numbers during the year 2021. More students, more subscribers, more followers, coming from increasingly diverse locations.

But more important, is that this growth is sustained in the satisfaction of all who accompany us in our project, guaranteeing its future and sustainability.

And, in these particularly difficult times, we hope to have the capacity and energy needed for systematic reinvention and creativity in order to respond to new challenges.

GOALS / RESULTS

GOALS (January 2020)

- Creation of new courses in new areas and in complementary knowledge areas
- More courses in English and Spanish
- Attracting new participants and new authors to the project, from different geographical areas and different areas of knowledge, namely through more implementation on social networks.
- Progressive expansion of the number of courses with unlimited access even after evaluation and certificate.
- Easier and more options for payment methods
- Implementation of the possibility of creating individualized course packages tailored to the interests of each participant
- Facilitation of access to courses after payment
- Launch of new Ebooks that will allow access to the respective themes and content at a more affordable price
- Implementation of a systematic system of post-training assessment and collection of opinions and suggestions

RESULTS (december 2020)

- In 2020, 20 new courses were created in Portuguese.
- 6 courses in Spanish and 3 in English were launched.
- 160 new articles published on the blog.
- Updated with new content 6 courses.
- 6 new authors and about 1900 new participants from 40 countries
- Average increase of 57% of students in the year
- All courses have unlimited access. New payment methods, namely methods by country through the hipay system. Possibility of purchasing several products with application of discount codes.
- Interactive Ebooks were launched.
- Technical changes to the site have not yet been implemented.
- The impact assessment system has not yet been systematized because it is not adequate in the context of a pandemic and job uncertainty. Opinions and suggestions are collected and analyzed.

ACHIEVEMENT INDICATORS

ONLINE COURSES

GLOBAL INDICATORS MEASURED FROM THE DETAILED ANALYSIS OF DATA FOR EACH COURSE

NUMBER OF STUDENTS

In 2020, 3036 participants attended our online courses

SATISFACTION LEVEL

Average level of satisfaction of the courses average of 4.7 (scale from 1 to 5)

KNOWLEDGE ASSESSMENTS

The average global results of the knowledge assessment (evaluation questionnaires and assignments when applicable) are between 80 and 90%

ORIGIN OF THE PARTICIPANTS

There was an increase of around 50% of students from Portugal and a slight decrease in students from Brazil. In 2020 there were participants from 14 new origins.



ACHIEVEMENT INDICATORS

ONLINE COURSES

GLOBAL INDICATORS MEASURED FROM THE DETAILED ANALYSIS OF DATA FOR EACH COURSE

UNFULFILLED ORDERS

There was a 10% decrease in orders that were not finalized or failed (customers who signed up and did not pay). Probably as a result of the implementation of new payment methods

CLAIMS

No formal complaints were registered

OBSERVATIONS AND SUGGESTIONS

12 observations were registered via email regarding the operation of some resources or difficulties in registering. Answered and resolved within a maximum of 24 hours



CRITICAL ANALYSIS



It can be said that the objectives have been achieved globally and, in some cases, exceeded the established goals.

However, it is important to look at the indicators presented with a sense of critical analysis and, in addition to the quantitative analysis, to understand the opinion and ideas of users and participants. Hence, we have also analyzed the opinions and suggestions from the satisfaction questionnaires and the comments posted on the website and social networks.

In addition to suggestions for new courses or new areas to be addressed, there are some indicators that lead us to think that it will be important to continue working towards creating greater ease of use and access both to the website and the platform.

In this unusual year, it was decided to give priority to the publication of content, passing the technical changes to 2021.

Thus, 2021 will be a year of new content, new courses, new authors and themes, but also a year of technical renewal. We will implement changes in terms of the website's functionality and its interface with the e-learning platform.

So that everything is simpler, faster, clearer.

We will work towards simplifying and automating some processes, but never calling into question the monitoring we give on a case-by-case basis.

On the contrary, we want the communication process to be more fluid and more interactive, with the opinion and contribution of all who have accompanied us in this project.

CRITICAL ANALYSIS



The pandemic crisis and confinement led to the accelerated development of digital activities and the multiplication of online courses on the market.

We paid particular attention to the analysis of this factor and the assessment of its criticality to our activity.

The conclusion we reached, based on the analysis of the competition, is that our place in the e-learning market should be strengthened in view of the current "facilitism" in the creation of courses, often without certification by official entities, without checking content and without strict quality standards.

The option of Citaliarestauro.com is, and always will be, the quality, the rigor in the contents, the knowledge and the responsibility of the authors, the bet in the offer of complementary contents and lines of research and investigation.

The rate of return of our participants gives us the certainty that maintaining these criteria is the right way and that participating in our courses or simply following our project is a professional and / or personal asset.

MEASURES TO IMPROVEMENT



**THERE IS ONLY ONE WAY
TO A PROJECT'S SUCCESS:
LISTENING AND FEELING
OUR AUDIENCES.**

AND RESPOND TO WHAT THEY
TELL US BY CONTINUOUSLY
IMPROVING

The main lines of improvement to be implemented throughout 2021:

- Creation of new courses in new areas and in complementary knowledge areas
- Creation of a greater number of courses in English and Spanish
- Attracting new participants and new authors to the project, from different geographical areas and different areas of knowledge, namely through a greater implementation on social networks.
- Facilitation of access to courses after payment
- Launch of new E-books that will allow access to the respective themes and content at a more affordable price
- Implementation of a systematic system of post-training assessment and collection of opinions and suggestions
- Development of new free content on the website and youtube.
- Technical renewal of the website and e-learning platforms in order to modernize it.
- Maintenance of demand and quality levels for all published content.
- Automation of some tasks such as billing or access automation, leaving greater availability for contact with customers in areas of knowledge and information sharing.

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HAVE QUESTIONS OR SUGGESTIONS?

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