

ACTIVITIES REPORT



INTRODUCTION

The year 2021 was a year of profound changes and great challenges for Citaliarestauro.com.

The biggest challenge this year was carrying out the project that we had already planned for 2020 and that we postponed due to the circumstances imposed by the pandemic:

- the reformulation of the website from a technical, design and navigability point of view;
- the reformulation of the e-learning platforms, increasing the fluidity in the learning of the contents and the ease of access to them;
- updating content not only in terms of formats but also of information (particularly in courses related to heritage, museology, conservation and tourism, areas in which several redefinitions have taken place at an international level).

Although this was a task that required great effort on the part of our entire team, we continued to create new content in different formats: online courses, e-books, articles on our blog; videos and tutorials.

We therefore present a summary of what we accomplished in 2021 and the projects for 2022.

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

WERE ARE WE TODAY

88

online courses

5102

total number of online course students. More 651 in 2021.

65%

return after taking the first course

100105

newsletter subscribers

42000

monthly average website visitors visiting more than 3 pages

140000

followers on social networks

49

origin countries of online course participants

Our overall objective is to increase these numbers during 2022.

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.

We will focus not only on the creation of content but also on the diversification of formats and types of offers.

GOALS / RESULTS

GOALS (January 2021)

- 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 2021)

- In 2021, 19 new courses and course packages were created in new or complementary areas.
- More 651 students since the launch of the site in the new format.
- 4 new courses were created by authors from Spain and Brazil.
- Increase in followers on social networks, with particular emphasis on youtube (+40%).
- All courses have unlimited immediate access and are always available in the personal area with access via the website.
- 8 new interactive Ebooks.
- Technical changes to the website have been fully implemented.
- Published over 130 new articles on the blog and 110 new videos on youtube.
- The impact assessment system is currently being implemented. 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 2021, 651 new students

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 60% in students from Portugal and a slight decrease in students from Brazil. In 2021 there were participants from 7 new origins.



ACHIEVEMENT INDICATORS

ONLINE COURSES

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

UNFULFILLED ORDERS

There was a decrease in unfinished or failed orders (customers who signed up and did not pay). Probably as a result of the clearer information and ease of the registration process with the new website.

CLAIMS

No formal complaints were registered

OBSERVATIONS AND SUGGESTIONS

Requests for information were registered via e-mail regarding the functioning of the courses in the new format. Answered and resolved within 24 hours



CRITICAL ANALYSIS



It can be said that the objectives were globally achieved and the major goal of reformulating the website and e-learning platform was achieved,

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

To respond to these suggestions and opinions, the focus of 2021 was this major technical change that allows a greater ease of use and access to both the website and the platform.

Once the technical changes were implemented, the third quarter of 2021 once again was focused on the creation of new and diversified content.

And it is on this path of dynamic creation that we will continue during the year 2022.

Still looking at the observations and needs of our customers and particularly customers outside the Eurozone, in 2022 we will look for new marketplaces for the sale of online courses and e-books that allow payment directly in different currencies by geo-location.

Always having as a first objective the quality, the rigor in the contents, the knowledge and the responsibility of the authors, the bet on the offer of complementary contents and lines of research and investigation.

MEASURES TO IMPROVEMENT



The main lines of improvement to be implemented throughout 2022:

- Creation of new courses in new areas and in complementary areas of knowledge
- Translation of a greater number of courses into English and Spanish and publication of courses by native authors of these languages.
- Attraction to the project of new participants and new authors, from different geographical areas and different areas of knowledge, through, in particular, greater implementation in social networks.
- Launch of new E-books that will allow access to the respective themes and content at a more affordable price
- Creation of more content packages (courses, short courses and e-books) that allow the acquisition of complementary knowledge at an affordable price.
- Development of new free content on the website and youtube.
- Extension to new markets through international platforms
- Maintenance of demanding and quality levels in relation to all published content.

**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

CITALIARESTAURO.COM

**HAVE QUESTIONS
OR
SUGGESTIONS?**

SEND US AN E-MAIL TO
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