

ACTIVITIES REPORT

2023



INTRODUCTION

The year 2023 consisted essentially of stabilising the modernisation effort that began in the second half of 2021 and continued throughout 2022.

Always looking at our clients' expectations and continuously improving.

Following the remodelling of the website that began in 2021 in terms of design and, above all, in terms of functionality, speed and ease of access and use, and strengthening of security for our users, 2023 was a year of consolidating processes and maturing our self-assessment and continuous improvement processes.

Thus, 2023 was characterised by:

- the creation of new courses, e-books and new free content in Portuguese, Spanish and English;
- consolidating the mechanisms for permanently analysing various parameters in order to ensure the best experience for our customers on an ongoing basis;
- investing in online courses and content in complementary areas of knowledge;

Here is a summary of what we achieved in 2023 and the projects for 2024.

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

WERE ARE WE TODAY

242

online courses, course bundles
and e-books

740000

website visitors

9044

total number of online course
students

194000

followers on social networks

68%

return after taking the first
course

68

origin countries of online
courses participants

144868

newsletter subscribers

Our overall goal is to increase these numbers during 2024.

More students, more subscribers, more followers, from increasingly diverse locations.

But what's most important is that this growth is sustained by the satisfaction of all those who accompany us in our project, guaranteeing its future and sustainability.

To this end, we will focus not only on creating content but also on systematically updating and revising content that has already been published.

SUMMARY OF THE YEAR 2023

GOALS / RESULTS

Creation of new courses in new areas and in complementary areas of knowledge.

With a special focus on courses that complement the area of heritage conservation, such as chemistry and pigment analysis.

Special attention was also paid to online courses and course packages in the creation of educational resources aimed at formal and informal educators.

Creation of shorter courses and e-books in response to specific customer needs

More specific courses have been created, especially in the areas of art history and cultural tourism, which allow the approach based on artistic styles and movements / monuments.

Translation of a greater number of courses into English and Spanish and publication of courses by authors who are native speakers of these languages.

40 new products were published in English and Spanish (online courses, e-books, course packages and vouchers)

Attracting new participants and authors to the project, from different geographical areas and different fields of expertise.

New authors mainly from Spain and Brazil.

Regarding the behaviour of the markets:

There has been an increase in the number of institutional and corporate clients. In other words, registrations made by museums, municipalities, libraries and archives, public institutions and enterprises to train their employees.

Regarding the origin of the participants:

Portuguese

Increase in participants from Portugal and slight decrease in participants from Brazil

Spanish

An increase in participants from Spain and a decrease in the number of participants from Latin America.

SUMMARY OF THE YEAR 2023

GOALS / RESULTS

English

Increases in the markets of the United States of America, Greece and Cyprus and the Middle East.

Greater geographical dispersion in the origin of participants, who now come from different parts of the world (e.g. Australia, Iceland, Hong Kong, Jamaica, India, the Philippines, etc).

Greater publicity in the South and Central American markets with a focus on course packages and e-books.

An effort was made to publicise and advertise in these markets, but it didn't have the expected results, probably due to local constraints. There was a slight increase in participants from Mexico, but a sharp drop in participants from Peru and Colombia and the total blocking of clients from Argentina due to the country's economic situation.

Creation of more content packages (courses, short courses and e-books) that can be purchased more cheaply.

We have continued to invest in the creation of course packages and vouchers for sets of courses and e-books that allow access at lower prices.

Development of new free content on the website and YouTube.

More than 60 new videos were published on YouTube and 193 new articles on the blog

Easier thematic research on the website.

In addition to the existing categories of online courses, more specific topics have been created, which can be accessed from the website's home page in both English and Portuguese. This change in the Spanish version is in progress.

ACHIEVEMENT INDICATORS

ONLINE COURSES

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

CLIENTS

In 2023: 1703 new customers

SATISFACTION LEVEL

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

KNOWLEDGE ASSESSMENTS

The average overall results of the knowledge assessment (assessment questionnaires) are between 85 and 100%. 99% pass rate.

ORIGIN OF THE PARTICIPANTS

There was an increase in students from Portugal, Spain, the USA, the Baltic countries and the Middle East and a diversification of countries of origin.

There was a decrease in students from South America,



ACHIEVEMENT INDICATORS

ONLINE COURSES

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

UNFULFILLED ORDERS

The number of unfinished or failed orders (customers who signed up but didn't pay) remained at residual levels. Mostly non-completion of payment after entering the Paypal and Hipay platforms.

CLAIMS

No formal complaints were registered. There were 2 cases of dissatisfaction which were duly analysed and responded to, and it was concluded that they were due, in one case, to a desire to obtain the certificate without reading the contents and, in another, to not having read the information about the course before purchasing it.

OBSERVATIONS AND SUGGESTIONS

Requests for information or assistance via e-mail were registered, mainly concerning access and registration. Answered and resolved within a maximum of 24 hours



CRITICAL ANALYSIS



We can state that the objectives were generally achieved in 2023, both in terms of user satisfaction and results:

increase in the number of users
geographical expansion
financial sustainability of the project

However, it is important to look critically at the indicators presented and, in addition to the quantitative analysis, to understand the opinion and ideas of users and participants. This is why we systematically analyse customer opinions and suggestions, comments posted on the website and social networks or sent via email.

Analysing these suggestions and opinions leads us to believe that the path of creating courses in more specific and auxiliary subjects meets the needs of our audiences.

It will also be necessary to continue to systematically improve and update the thematic search mechanisms on the website, both in terms of courses and e-books and free content. This need is directly related to the greater number of contents made available.

And it is on this path of dynamic creation that we will continue throughout 2024.

Our primary objective will always be quality, rigour in content, a commitment to offering complementary content and lines of research.

MEASURES TO IMPROVEMENT



The main lines of improvement to be implemented by 2024

- Creation of new courses and e-books in new areas and in complementary areas of knowledge, as well as more content packages (courses, short courses and e-books) that allow for more affordable purchase.
- Developing new free content on the website and YouTube.
- Updating all content published before December 2022 (by 30 June 2024).
- Creation of a systematic six-monthly update process for all content
- Launching more courses and content in English and Spanish.
- Communicating the project more globally in order to attract users from different geographical areas
- Facilitating thematic research on the website, both in terms of online courses and free content (blog).
- Maintaining high standards and quality for 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
GERAL@CITALIARESTAURO.PT



Visit website

FPLI - Academia Luso Italiana Lda, NIPC - 513512772
Training entity certificate nº1800/2015, DGERT