

Facebook Live Suggestions

Video Suggestions

- We suggest live-streamed performances of musical artists such as Nemra, Gata Band, and Lav Eli.
- We also suggest popular stars from other countries like Russia or America to appear on the State Tourism Committee's Facebook page. Other potential guests could be Armenians from the diaspora who do not gain enough attention in Armenia, but are well-known and have a major impact abroad.
- Comedians may be a successful addition because they will bring laughter and comfort from the current situation. We also suggest sketch comedy or comedic skits.
- We suggest offering musical instrument lessons and tutorials so that individuals may be able to learn a new skill at home.
- Armenian bloggers and vloggers (e.g. Hayk Mkrtychyan) may be a beneficial guest appearance. They may be able to film videos on how to find a job during and after the pandemic. Additionally, these bloggers and vloggers can film videos related to home and living, utilizing your free time, etc.
- The State Tourism Committee could advertise domestic travel ideas, discounts, and special offers once the pandemic is over. However, this would preferably begin as soon as possible.
- We recommend paying attention to specific regions of Armenia because they are going to be given more attention after the pandemic (according to expert predictions). An example of a slogan is "Tavush is waiting for you!"
- We suggest virtual walkthroughs of museums or live streams of national monuments so that foreigners can imagine what it would be like to visit this site in person.
- Likewise, feature testimonials from past tourists on Facebook Live so that visitors of this webpage and other potential tourists can hear first-hand the experiences of traveling to Armenia.
- Fundraisers:
 - These could follow along with the musical performances. There's a lot of "couch concerts" for a certain cause from artists happening currently, so we may be able to capitalize on this idea.

Title ideas and other suggestions

- Table talk, Talk Armenia
- Experience Armenia
- Play Armenia:

- Musicians can teach how to play instruments and maintain interest in the Yerevan orchestra by increasing visibility of the musicians.
- Story Armenia
 - Historians or writers can do a Facebook Live contest to talk about stories relevant to Armenia (i.e. Historians can potentially talk about the velvet revolution or monasteries and writers can discuss sites in Armenia that inspired them or even their favorites stories).
- Hello, Armenia!
 - Constantine Orbelian, for example, could come onto this show and talk about his work, his favorite shows he's directed, etc. Other potential guests include political figures and his/her favorite memory when being elected or running for the position. In America, these are called "fireside chats" which is informal so this show could be similar.

Links to Live Talks and Performances on Facebook

1. Armenia Talks with Albert Poghosyan
<https://www.facebook.com/ArmeniaTravelOfficial/videos/932847530471021/>
2. Armenia Talks with Michael He
<https://www.facebook.com/ArmeniaTravelOfficial/videos/665423457357183/>
3. Armenia Talks with Armen Sarkisyan
<https://www.facebook.com/ArmeniaTravelOfficial/videos/764191350782706/>
4. A live performance with Alin Demirjian
<https://www.facebook.com/ArmeniaTravelOfficial/videos/227387265172837/>