The Formentera Department of Commerce announces the start of ‘Càpsules formatives virtuals’ — a programme of online courses designed to help local business owners expand their portfolio of digital competences. The classes form part of a battery of initiatives developed in coordination with Formentera shopowners and cofinanced by the Consell and Govern balear (the former will fork out four thousand euros, the latter ten thousand) under this September’s “Open Sky” agreement.

Commerce councillor Ana Juan said the measure was just one of several Consell initiatives seeking to offer island businesses resources to navigate the Covid-19 crisis. “We want Formentera businesses to stay competitive and hope this training gives them the tools to take the spirit of Formentera online. “Formentera is committed to hometown commerce”, affirmed the councillor, “and now more than ever”.

The “training capsules” comprise six two-hour sessions of beginners’ and intermediate-level training and run Tuesday 10 November to 15 December.

Business owners interested in taking part can contact the commerce office by email (mercats @conselldeformentera.cat
) or telephone (971.32.12.71 ext. 2).

Courses cover the following fields:

Beginners’
Making a go at online sales
-Tuesday 10 November, 5.00pm–7.00pm
Geolocalising your business
-Tuesday 17 November, 5.00pm–7.00pm
Selling on social media: Facebook & Instagram
-Tuesday 24 November, 5.00pm–7.00pm

Intermediate
Selling on WhatsApp business
-Tuesday 1 December, 5.00pm–7.00pm
Raffles, drawings and contests on Instagram & Facebook
-Wednesday 9 December, 5.00pm–7.00pm
Shaping a digital marketing strategy for your business
-Tuesday 15 December, 5.00pm–7.00pm

4 November 2020
Department of Communications
Consell de Formentera