

VITARA promotion for tax administrations

VITARA Promotion

VITARA portfolio is promoted within 3 target groups:

**Director
Generals (DGs)
or Executive
level officials**

**“High level” events
of VITARA partners**

**HR and
Learning &
Development
officials**

**Campaigns with
HR and L&D
communities**

**Individual
learners**

**Campaigns with
Individual learners**

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**“High level” events
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Examples:

- CIAT General Assembly
- CIAT Technical Conference
- FTA Plenary
- IOTA General Assembly
- IOTA Annual International Conference

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**Campaigns with
HR and L&D
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Examples:

- OECD FTA HR COI meeting
- IOTA HRM Forum and webinars
- CIAT email campaigns

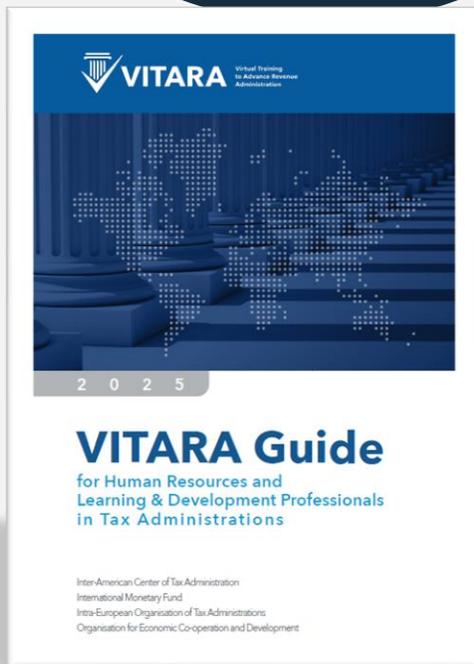
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Campaigns with HR and L&D communities

HR & L&D guide integrating VITARA into your tax administration's learning curriculum:

- 7 steps for integration
- Practical examples with 10 groups



VITARA portfolio is promoted within 3 target groups:

Examples:

- Promotion through social media campaigns
- Email campaigns, newsletters
- Technical events, publications
- Dedicated promo events
- Missions, bilateral meetings

**Individual
learners**

**Campaigns with
Individual learners**

THANK YOU!
QUESTIONS?



@IOTAtax



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Intra-European Organisation
of Tax Administrations