

Interreg AUSTRIA-HUNGARY

Co-funded by the European Union

Trendig Plus
AN INTEGRATED BORDER REGION

Newsletter

Digital development delivers genuine value when acquired knowledge is applied in everyday practice.

In the next phase of Trendig Plus, user-friendly digital solutions, knowledge sharing, and practical experience will therefore assume an increasingly important role.

Practical digital knowledge

The project is implemented under the Interreg VI-A Austria-Hungary Cooperation Programme and co-financed by the European Regional Development Fund.

Practical digital knowledge

FEBRUARY 25, 2026. TRENDIG PLUS NEWSLETTER NO.8

Dear Reader,

In the Trendig Plus project, strategic planning is increasingly complemented by practical implementation. In recent years, professional programs have focused on applying digital solutions to businesses' day-to-day operations.

Multisectoral collaboration continued, while the Toolkit was expanded to include new practical content. The objective remains unchanged: to provide knowledge and tools that offer tangible support to businesses and aspiring entrepreneurs.

In this issue, we introduce two more user-friendly digital tools, alongside our regular columns.

Remain with us –
This time, we bring digital knowledge closer to everyday practice!

The Trendig Plus Project Team



Digital Visibility in the Age of AI

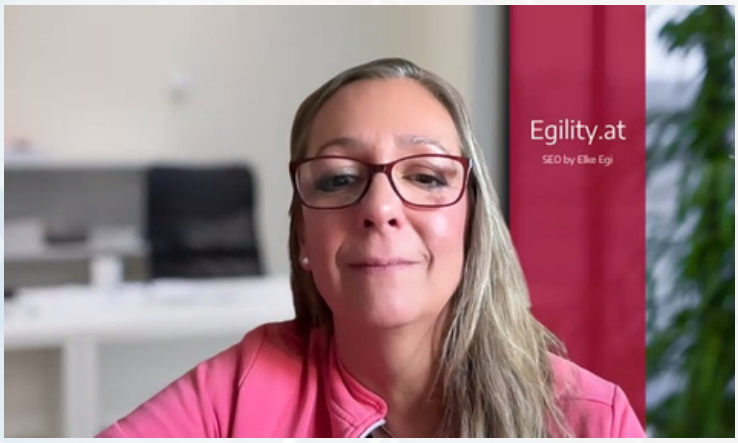
The third working group meeting of the Trendig Plus project was held online on December 11, 2025. This session focused on how modern digital solutions can support businesses' online presence, marketing activities, and day-to-day operations.
The participants also received an overview of the current status of the communication platform and toolkit developed within the project.

Being online is no longer sufficient.

In the first professional presentation, Elke Egi, an SEO expert at Egility, explained how search engine optimization is evolving with the rise of artificial intelligence. Alongside traditional SEO, GEO—Generative Engine Optimization—an approach that considers how AI-based search engines discover and use online content, is becoming increasingly important.

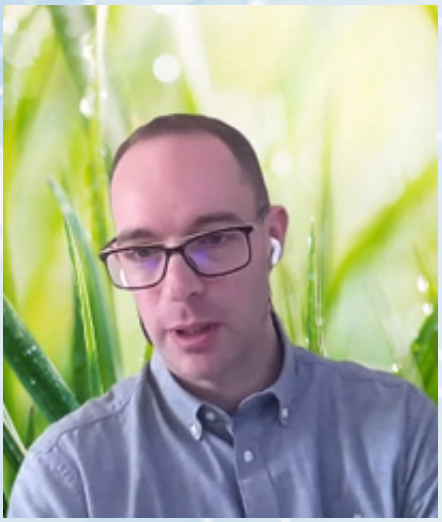
Practical digital knowledge

One of the presentation's key messages was that, alongside technical fundamentals, useful, authentic, and well-structured content is becoming increasingly important. A business's digital presence is no longer shaped solely by its website; social media, company profiles, reviews, and other online platforms collectively form its "digital footprint."



Artificial Intelligence—Illustrated Through Real-World Company Examples

In the second presentation, Tamás Pálffy, Chief Operating Officer of Chrome-Soft Kft., discussed the practical applications of artificial intelligence in marketing and tourism, using Hévíz Spa as an example.

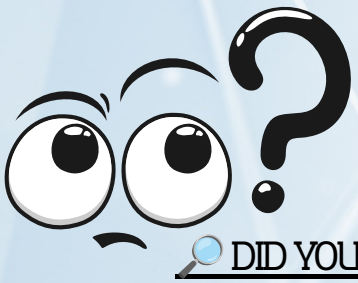


The presentation clearly demonstrated how AI can support businesses across a wide range of areas, including content creation, translation, personalized offers, guest-review processing, chatbots, customer communication, and even marketing-material production. In addition, AI-powered recommendation systems, dynamic pricing, and digital ticketing and card systems may play an increasingly important role in tourism.

At the same time, the presentation highlighted the associated risks: AI-generated content requires professional review, with particular attention to data protection, copyright, and the handling of sensitive corporate information.

WHAT IN MARKETING

Content generation · AI translation · Personalized offers · Guest review management · Chatbots · AI-powered search



🔎 DID YOU KNOW?

Artificial intelligence does not render SEO obsolete.

AI-based search introduces new dimensions: authentic, current, and valuable content is now more important than ever.

🧰 **EXPERIENCES HAVE BEEN ADDED TO THE TOOLKIT.**

Insights from the meeting will also contribute to the development of the toolkit. The aim is to ensure that it can be readily applied to online marketing, AI, and digital presence while providing support tailored to the needs of SMEs.

Practical digital knowledge

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Explore innovative digital tools!

Digital tools are most valuable when they simplify a specific task. This time, we present two solutions designed to support teamwork and promote a more mindful online presence.

What matters is not how many digital devices we use, but whether we choose the right solution for each task.

💬 Slack

Improved team communication

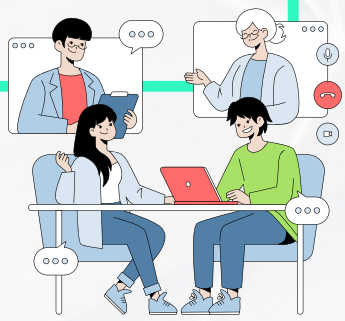
Slack is a team communication platform that centralizes work-related conversations. You can create dedicated channels for projects, topics, or workgroups, making information easier to find and access later.

Files and links can also be shared, making it particularly useful for teams managing multiple projects or collaborating remotely.

🔎 Did you know?

In Slack, you can create a dedicated channel for each project or topic, keeping related messages and information separate from other conversations.





Did you know?

Google Trends allows you to compare multiple search terms and track how interest in them changes over time.



📈 Google Trends

Discover what interests people!

Google Trends allows you to track changes in interest for a search topic and compare different search terms.

The tool can generate content ideas, identify trending topics, and help you better understand what people are searching for online.

Practical digital knowledge

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More tools do not always lead to better solutions.

Trendig Plus Tips #4

Digital development can easily lead us to use an increasing number of applications: one tool for tasks, another for communication, and others for managing files, calendars, or even creating content.

However, an excessive number of standalone applications can gradually undermine the very simplicity digitalization is intended to achieve. It is therefore worthwhile to periodically review which tools we use, where overlaps exist, and which solutions genuinely make our work easier.

The objective is not to introduce as many digital solutions as possible, but to develop a transparent, effective toolkit aligned with the business's actual needs.

Reduce the number of tools–simplify the work!

Take a moment to review the digital tools you use in your daily work. If multiple applications serve the same purpose, select the one that best suits your workflow.

A good digital solution doesn't add another task—it removes one from your workload.



📌 IMPORTANT INFORMATION!

On April 15, 2026, the Trendig Plus multiplier program will continue in Hungary, emphasizing the practical application and dissemination of digital knowledge.

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What comes next?
Knowledge evolves into experience!

In the next phase of Trendig Plus, the practical application of the project results will receive increased emphasis. The focus will be on testing and disseminating the digital knowledge acquired, as well as engaging the target groups.

In addition to developing the toolkit, new knowledge-sharing opportunities will emerge, enabling the methods and digital solutions collected through the project to be applied in practice.

🎓 **KNOWLEDGE TRANSFER**

Preparation of Hungarian Multipliers

🧰 **TOOL-KIT**

Further development of practical content

👥 **TARGET GROUPS**

engaging businesses and aspiring entrepreneurs

💬 **EXPERIENCE SHARING**

Sharing and transferring acquired knowledge





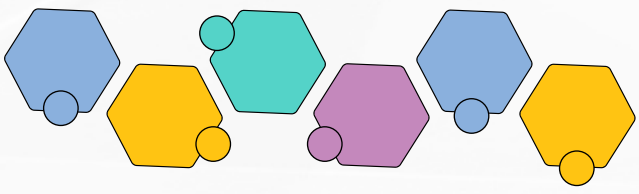
🔎 DID YOU KNOW?

A digital tool alone does not constitute digital progress. Its true value lies in selecting it for the appropriate task, using it thoughtfully, and sharing the insights gained with others.

In the upcoming issue

Knowledge we impart

In the next issue, we will report on multiplier training in Hungary, demonstrate the continued practical application of Trendig Plus knowledge, and introduce new digital tools.



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