

Communication strategy exercise

Alpine Space communication seminar

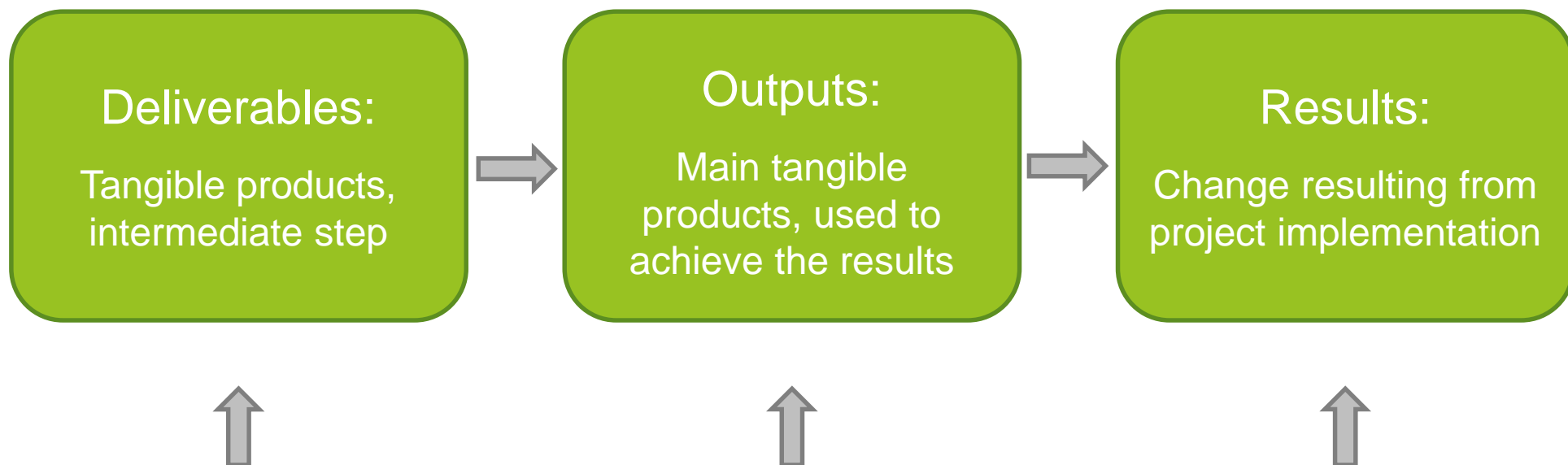
Munich| Germany| 09 December 2019

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Reminder



Exercise: the communication strategy

START FROM THE PROJECT OBJECTIVES

Please get your application form and select 2 specific objectives representative of your main project objectives.

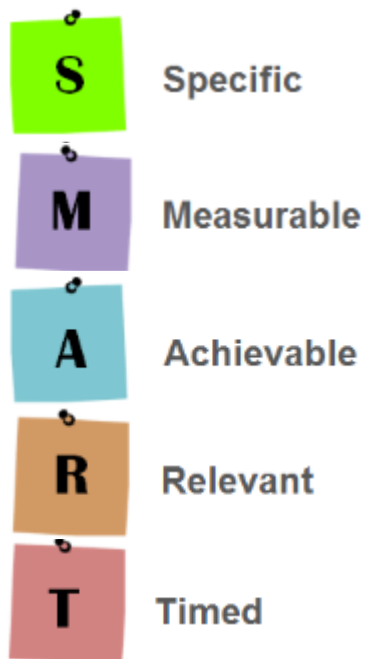
SELECT 2 OUTPUTS

Select 2 associated outputs and add them to the matrix.



Exercise: the communication strategy

DEFINE SMART COMMUNICATION OBJECTIVES



E.g. Convince at least 2 administrations per Alpine Space country to implement the model for integration of migrants developed by the project in 2 towns by the end of the project.

- Raise awareness
- Increase knowledge
- Influence attitude
- Change behaviour



Exercise: the communication strategy

IDENTIFY AND DEFINE YOUR TARGET GROUPS

Stakeholders = All actors involved. Both those positively and those negatively affected by the project.

Target groups = The special stakeholder groups addressed by your communication. Each target group has different needs and should be reached via tailored approaches.



Exercise: the communication strategy

Approches: types of interaction between communication players (all project participants) and the audience.

- National, regional or local media,
- Specialised magazine (participation or article),
- Project media e.g. newsletter
- Website
- Project publication
- Participation in a publication
- Conference,
- Meeting, workshop,
- One-to-one meeting, interview,
- Social media campaign
- Education or training

Activity:

Concrete implementation of an approach. Activities are generally described in the application form.



Wrap up

