

Communication strategy exercise

Alpine Space communication seminar

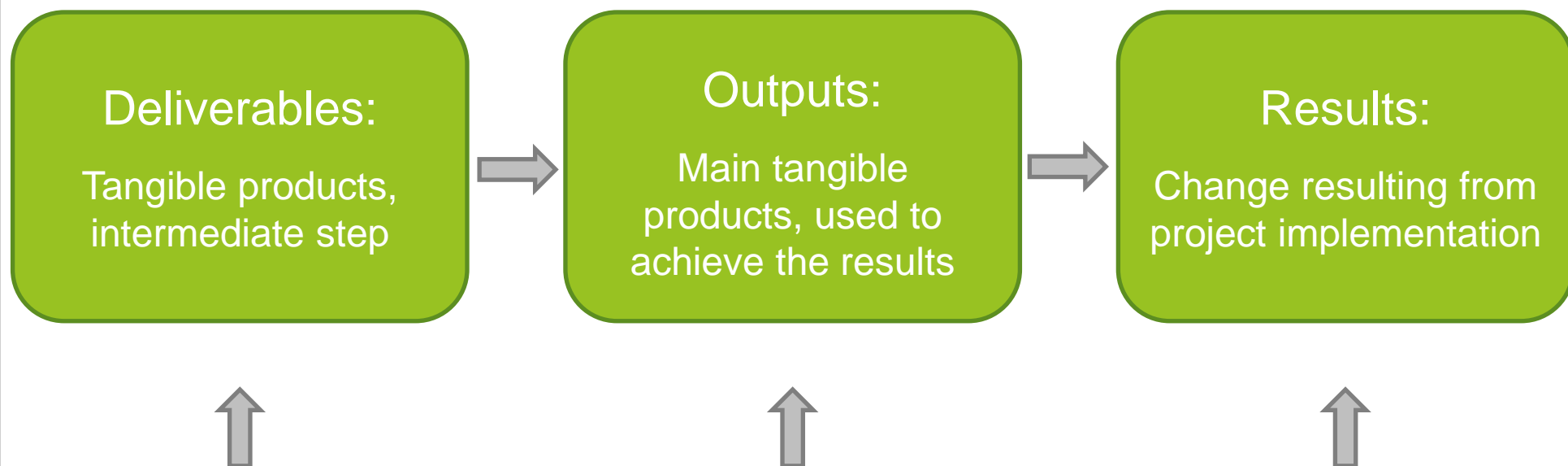
Klagenfurt| Austria| 04 July 2018

14 | 20

Julia Chenut



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.

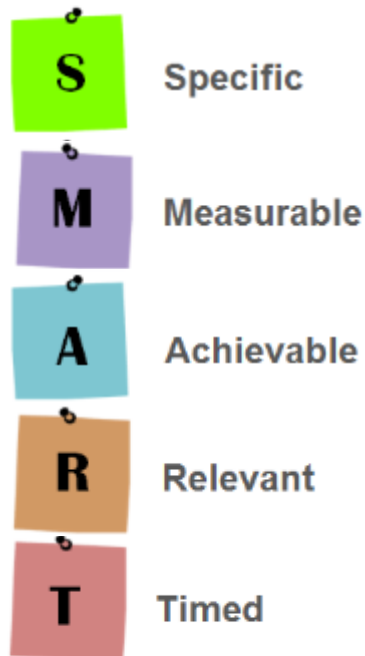
SELECT 2 OUTPUTS

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 project-developed SGI model in 2 villages by the end of the project

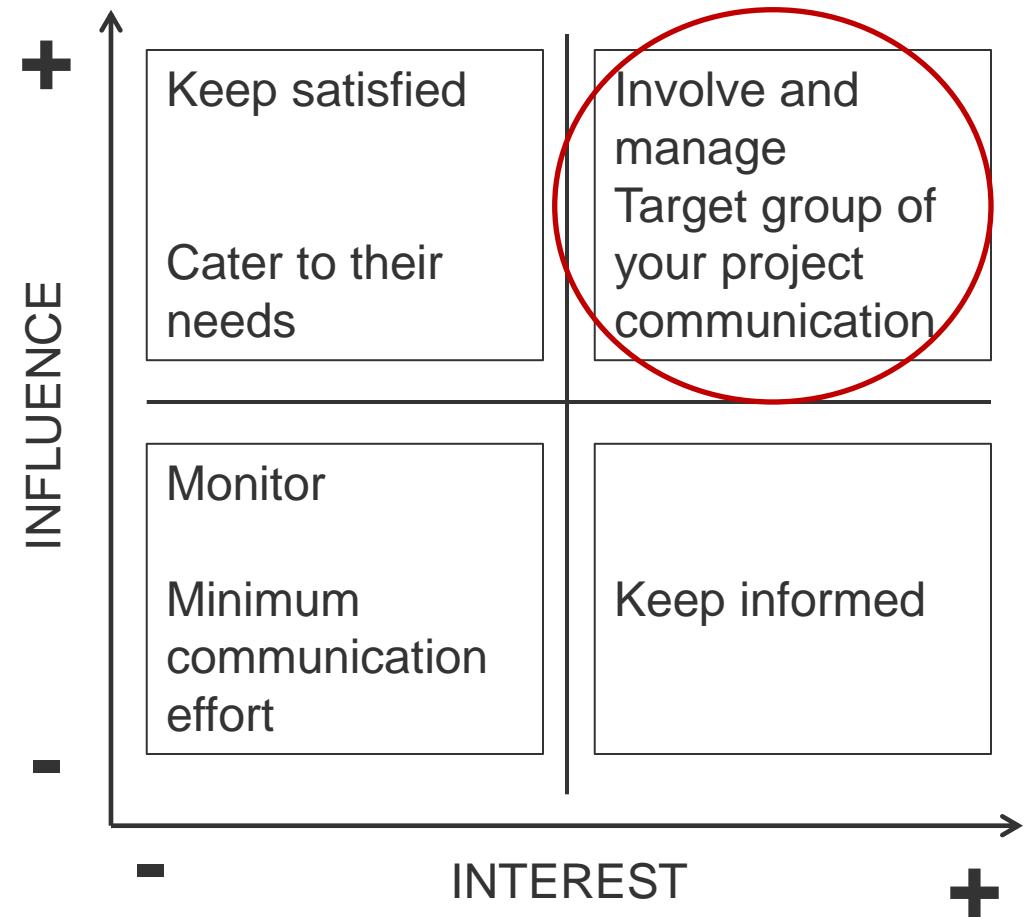


Exercise: the communication strategy

MAP YOUR STAKEHOLDERS

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

