

PROMOTING PROJECTS

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PROMOTING PROJECTS

Why to promote a project?

- ▶ To increase support for your project
- ▶ To attract volunteers, resources or funding
- ▶ To enable other people to benefit from your project
- ▶ Requirements of the funding organization (European Commission)
- ▶ To enhance image or reputation of your organization
- ▶ Networking

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Preparing the promotion strategy:

Consider the long- and short-term goals of your organization

Define objectives that support your organization goals.

Define objectives of the projects.

Identify the audience of your communications

Translate your communications objectives into actions.

The budget

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Preparing the promotion strategy:

Prepare the main messages- for various audiences

Decide on the communication channels:

Website

Twitter

Social Media

Media

Information meetings, conferences, seminar

Other

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Preparing the Media plan:

List of the main media and media contacts

Media training

Media events: press conferences, media briefings, media tours

Press releases

Interviews

Media monitoring

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Visual identification, logos

Information stickers, badges

Information and memorial boards

Project documentation (photos, films)

Acknowledgment/Promotion of a donor or financing organization