

SUGGESTIONS FOR THE COMMUNICATION CAMPAIGN

Actions to be taken in the event of a press conference

- Identification of the most suitable day/time/venue, preferably at the beginning/end of the study visit to ensure the participation of some representatives from the foreign delegations
- Invite*, with the list of the speakers, to journalists (press, radio, TV, etc.) to be sent 2/3 days before the conference
- Telephone calls to journalists to request their participation and, if possible, to organize some radio/video interviews during the conference
- Preparation of a folder to be handed during the conference containing:
 - Press release of the ALSACE* region including the statements of the participants
 - Project information sheet and partner profiles (we can prepare them in a more refined coloured layout)
 - Other promotional material (supplied by Alsace region/Envie/ partners) relative to the project
- During the conference we could organize a small exhibition of the goods/waste regenerated by Envie, also to be given as free gifts to the journalists
- After the press conference, send to the media: press release + 2 pictures of the meeting
- The day after the press conference, dissemination of the press release on all digital channels (websites, social networks, mailing lists, etc.)
- In the following days, monitoring of the press/audio/video release

Actions to be taken in the event of a press release

- ENVIE* (or ALSACE region*) press release including the statements of the participants to be sent by email to the media 1 day before the visit or during the visit, together with the project information sheet and, possibly, the partner profiles (we can prepare them in a more refined coloured layout)
- The day after the release, maximum dissemination on all digital channels (websites, social networks, mailing lists, etc.)
- In the following days, monitoring of the press/audio/video release

* drafts/proposals enclosed herewith