



FASTER project
Training for Fast growing entrepreneurs

WP 8
Handbook for preparing the regional
dissemination and valorization plan
META Group

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Introduction

This document aims at providing guidance to transferee partners to plan and organize regional-level communication activities and preparing the regional dissemination plans (4), which will complement the dissemination actions carried out at EU level (WP8).

Regional communication plans and activities are intended to promote at regional level the project and its results with the aim of:

- (a) giving visibility to the project and securing the involvement of regional actors (VET organizations, Business Innovation Centres, Early stage Investors, RDAs, Counselling firms) and of end-users (potential/existing ambitious entrepreneurs)
- (b) raising the interest of regional policy makers, stakeholders and
- (c) fostering project' results sustainability in the long run.

This document sets the general **Objectives** and **Target groups** for the regional dissemination and communication activities and put forward some suggestions concerning **Channels** and **Tools** that could be used to reach such targets. Furthermore, it provides the **Structure** for the regional communication plan.

This document will be circulated to the partners and used by the transferees (WPBS, RTD Talos, UWB, Innostart) as support to prepare the regional communication plans.

The regional communication plans will support the consortium in organizing, coordinating and monitoring, actions and achievements at regional level.

Objectives of the regional communication plans

The first step for planning communication activities is to clearly set a list of objectives each partner intends to achieve in the project time-frame.

In the following it is suggested a list of minimum, general objectives that could be set for the regional communication activities. Such list will be improved and/or customised by each transferee partner, according to a) the specific characteristics of the regional context b) the specific strategic objective the partner organization intends to achieve.

- AWARENESS RAISING

1. To raise awareness and build consensus on the project and on the concept of “Fast growing entrepreneurship as social and economic capital”

- PROMOTION

2. To attract the proper organizations in the design and delivery phase (at least in the delivery phase 1 VET organization, 1 Incubator and 1 Early stage investor should be involve)
3. To attract potential participants to the pilot delivery (at least 5)

- DISSEMINATION

4. To disseminate the final results of the project

- EXPLOITATION

5. To ensure the sustainability of the training programme within the regional VET system in the long run

Each transferee partner in its regional communication plan should further detail its communication objectives.

Target groups of the regional communication plans

The regional communication actions should be mainly addressed to the following **macro-segments of target groups**:

- Regional/national **Public institutions** (i.e. Ministries, Regional governments – regions municipalities) involved in designing/implementing policies in favour of regional economic development and entrepreneurship.
- Regional/national **Stakeholders**. All the regional/national public/private organizations having an active role or stake in promoting/supporting entrepreneurship (i.e. Banks Foundations, Chambers of commerce, Industrial associations, ect).
- Regional/national **Beneficiaries**. All the public and private organizations, comprised in the project list of beneficiaries, which could be interested in taking part to the delivery of the programme (VET organizations, Business Innovation Centres, Early stage Investors, RDAs, Counselling firms)
- **End-users**. The target group of the transferred IEP programme, identified in each transferee country (potential or existing entrepreneurs).

Each transferee partner, in its regional communication plan, should further detail its target groups and segmentation¹, according to the characteristics of its regional environment.

¹ For example, if the regional scans bring into evidence the lack of both new ambitious entrepreneurs or people with entrepreneurial drive in a partner region, the target group for objective “3. To attract potential participants to the pilot delivery” could change in young graduates or undergraduates, according to the shape and target group of the transferred training programme, which will be adapted to the concerned environmental characteristics.

In the following table, each of the above mentioned macro-segments has been matched with one or more of the general communication objectives.

<p>TARGET GROUP 1 <i>Public institutions and stakeholders</i> Regional and national organizations supporting entrepreneurship</p>	<p><i>Objectives</i></p> <p>1. To raise awareness and build consensus on the project 4. To disseminate the project results 5. To ensure that the developed training product will be sustainable within the regional VET system in the long run</p>
<p>TARGET GROUP 2 <i>Beneficiaries</i> Regional Universities/ Business schools and Innovation intermediaries such as TTOs, Incubators, Early stage investors</p>	<p>2.To attract the proper organizations in the design and delivery phase 4.To disseminate the final results of the project 5. To ensure that the developed training product will be sustainable within the regional VET system in the long run</p>
<p>TARGET GROUP 3 <i>End-users</i> Potential and/or existing ambitious entrepreneurs</p>	<p>3.To attract potential participants to the pilot delivery.</p>

Each transferee partner, in its regional communication plan, should customise this table.

Communication Tools and Channels

In this section a brief description of the most popular communication tools and channels is presented, along with pros and cons connected to their adoption. Furthermore some suggestions concerning most suitable tools/channels to reach each target group are provided.

Each partner is free to select and use one or more of the below reported channels/tools for preparing its regional communication campaign, according to the budget and facilitations /synergies with other institutional activities (i.e channels that each organization can access for free or is currently using for promoting other projects) they may have at their disposal.

Tools	Channels
Advertising	Press Radio Bill-posting Leaflets
Press office	Press releases Press Conference
Events	Meetings (one-to-one) Round tables/Seminars
Direct communication	Mailing/e-mailing Telemarketing
Editorial products	Newsletter House organ
Internet	Web site Banner

Press

Press is generally speaking a very good channel to deliver a message to a wide audience.

2 different type of Press could be considered for placing advertising and/or notice:

- Local Newspapers

Pros: Higher coverage and frequency of the message

Cons: Low graphic quality (back and white) of the adv, high costs

- Local specialized Magazines, targeting one of the audience identified (i.e. youngsters, small businesses entrepreneurs, Public bodies)

Pros: High coverage and graphic quality of the adv, more targeted on a specific audience

Cons: Lower frequency, high costs

Radio

Local radios are generally speaking a very good channel to deliver a promotional message (i.e. advertise the pilot) to youngsters.

Pros: High frequency of the message, very good coverage of youngsters

Cons: costs

Bill-posting

Bill posting could be done using Posters, presenting a specific event using graphic and, to a smaller extend, textual messages. It is not so much expensive and it guarantee a good visibility of the message in the places of bill-posting (i.e. bill-posting in the Universities and/or Industrial association entrances).

Pros: quite cheap, good visibility of the message



Cons: the advertising could be seen just from the people who are passing by the area/places of bill-posting.

Leaflets

Leaflets are a very common means of information and promotion. They could be used both for leafleting or for targeted distribution during fairs, events, and meetings, addressed to the target audience. Generally speaking leafleting is less effective because leaflets given to an undifferentiated audience risk to be easily thrown away, while the target distribution is more effective.

Pros: cheap, easy to do

Cons: risk of dispersion

Press releases

Press releases are brief and straightforward messages addressed to media, which announce forthcoming events, specifying dates, hours places and any other relevant details related to the concerned event. Press releases are used to contact media (journalists of selected newspapers/magazines) with the aim to have an editorial/news, related to the concerned event/initiative, published on such media.

Pros: cheap and easy to do even without a press office

Cons: you need to know/have existing contacts with journalists

Press conference

The Press conference is an event addressed to media. It is aimed at meeting media representatives (journalists) for providing detailed information concerning a specific event/project (i.e. the launch or closing event of a specific initiative). In a press conference you can invite/meet a group of journalists from different headings for providing them with information on a specific initiative/event and give them the opportunity to ask questions. The scope of a press conference, as well as the press release, is to raise the attention of media and have editorials published on such media.

Pros: presenting in a single event to all the media, give tailored messages

Cons: organizational efforts, you need to know/have existing contacts with journalists

Meetings

One-to-one meetings or meeting in small group are meant for presenting to a selected group of before-known people/organizations an initiative/opportunity which could raise their interest.

For being effective the organizer should a) prepare a presentation (with slides) b) distribute to all the attendees an information package where to find all the relevant information presented c) ask the attendees to express their interest at the end of the presentation.

Pros: cheap, possibility to get feedbacks from your target group, possibility to add tailored information, possibility to get an informal commitment

Cons: time consuming

Round tables/seminars

This type of events, where a specific theme is approached and discussed (i.e fast growing entrepreneurship) are addressed to a restricted and specialized audience rather than a wide and generalist one. They are a good means to raise the attention of specialized actors concerning a specific issue, promoting indirectly the project/initiative, and getting in contact with such actors.

Pros: possibility to get in contact with not before-known organizations

Cons: organizational efforts, you need a "strong" theme to be discussed

Mailing/e.mailing

Posting or sending by e.mail to the organization's contact list, information about the project (i.e. project leaflet or project newsletter , ect), it's a cheap and easy way to promote



the initiative and disseminate project results. It's important to pay attention to a) the frequency of this communication and b) the interest/availability expressed by the organizations in the list to receive promotional news/communication. Spam is a very annoying practice!

Pros: cheap and easy to do

Cons: risk of spamming

Telemarketing

Telemarketing is meant for contacting by phone a list of selected organizations for presenting a project/initiative or for inviting them to a specific event. It gives you the opportunity to speak directly with your target audience, to provide them with additional information concerning the initiative/event and to better understand their interest for what you are promoting.

It could be combined with mailing/e.mailing as follow up to a) double check if the concerned person/organization duly received the posting and comprised properly the message, b) add customized information and c) persuade the person.

Pros: possibility to get feedbacks from your target group, possibility to add tailored information and "sell" your initiative

Cons: time consuming

Newsletter

See below "House organ".

House organ

The House organ is magazine or periodical published by an organization in order to promote that organization's products/services.

House organs come in two types, internal and external. An internal house organ is meant for consumption by the employees of the organization as a channel of communication for the management. An external house organ is meant for consumption by the customers of



the company, and may be either a free regular **newsletter**, or an actual commercial product in its own right.

In the case your organizations produce external house organs or a newsletters, information and promotional messages on the project could be easily inserted.

Pros: easy to do, no additional costs

Cons: limited diffusion

Web site

The web site aims at providing information on the project/initiative and promote its activities. The web site is a very easy and straightforward communication means allowing: a) a certain level of interactivity with the audience b) the dissemination of specific information/news and material. On the opposite side, using only web-based channels for the communication campaign, could reduce the effect and coverage of the message, due to the fact that not all the people are used to surf the web.

Partners could use the project web site for providing general information about the project and set up a web page in native tongue, within the organization web site, linked to the project web site, where more detailed information could be provided (i.e. details concerning the training programme, the pilot, ect).

Pros: low costs, interactivity

Cons: risk of limited coverage (just those “web-addicted”), need to be constantly kept “alive”

Banner

Web banner is a form of advertising on the World Wide Web. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to the project/initiative website by linking to the website of the advertiser. The advertisement is constructed from an image (GIF, JPEG, PNG), JavaScript program or multimedia object.



Web banner could be placed in partner organizations' web sites or in other web sites browsed by the target groups.

Pros: low costs, interactivity

Cons: risk of limited coverage (just those "web-addicted")

Suggested Tools/Channel for target groups

Target group 1 - Public institutions and stakeholders

Tools	Channels
Advertising	Leaflets
Events	Round-table/seminars One-to-one meetings
Direct communication	Mailing/e-mailing

Target group 2 - Beneficiaries

Tools	Channels
Advertising	Leaflets
Press office	Press releases
Events	Round-table/seminars One-to-one meetings
Direct communication	Mailing/e-mailing
Editorial products	House organ/newsletters
Internet	Web site

Target group 3 - End-users

Tools	Channels
Advertising	Bill-posting Radio
Direct communication	Mailing/e-mailing
Editorial products	House organ/newsletters
Internet	Web site Banner

Structure of the regional communication plan

In this section a structure for the regional dissemination plan is proposed.

For each of the Chapter contained in the structure, a brief description of the information to be provided, is given.

Chapter 1 - Regional Communication objectives and target groups

In this section a detailed description of a) the regional specific objectives b) target groups and c) results expected from the communication campaign (i.e. At least 10 attendees in the pilot), should be reported.

Chapter 2 - Regional Communication actions and planning

In this section you should identify the tools/channels to be used for each target group and describe in details the actions that will be undertaken at regional level (i.e. 100 project leaflets will be disseminated during the following regional events:....., 50 posters will be bill-posted in the premises of the regional Industrial associations, chamber of commerce, Scientific Universities..... 1 meeting will be organized with 10 regional organizations.....)

Chapter 3 - Budget and resources

Taking into account that each partner has a small amount of money (500€) for regional dissemination activities and that some communication products (leaflets, web site) have been already provided by META Group, in this section you should specify how you'll use the available resources. It is recommended to take into account that some communication activities do not require additional costs (i.e the organization of a workshop), since they could be carried out by your staff (=personnel costs), using your organizations' facilities (i.e. meeting rooms) .

Annex 1 - Timing (GANTT)

In this section, the detailed planning of communication activities should be presented using the GANTT chart attached.