

Communication

Dissemination

Goals

Define clear (measurable) communication objectives.

Target audience

Define the audience(s) to reach with your communication activities including the media and the public.

Goals

Analyse, select, describe and disclose key exploitable project results in order to get them used.

Target audience

Define targeted audiences - stakeholders that will potentially use your results.

Channels

Formulate key messages for each target group and choose the right medium and means to transport them.

Channels

Choose relevant tools to disseminate results according to the interests of your target audiences.

CHANNELS: Social Networks

Write down a tweet and describe your project in 280 characters.

CHANNELS: Events

Write down a list of events for disseminating your results.