Erasmus+

# IntGen
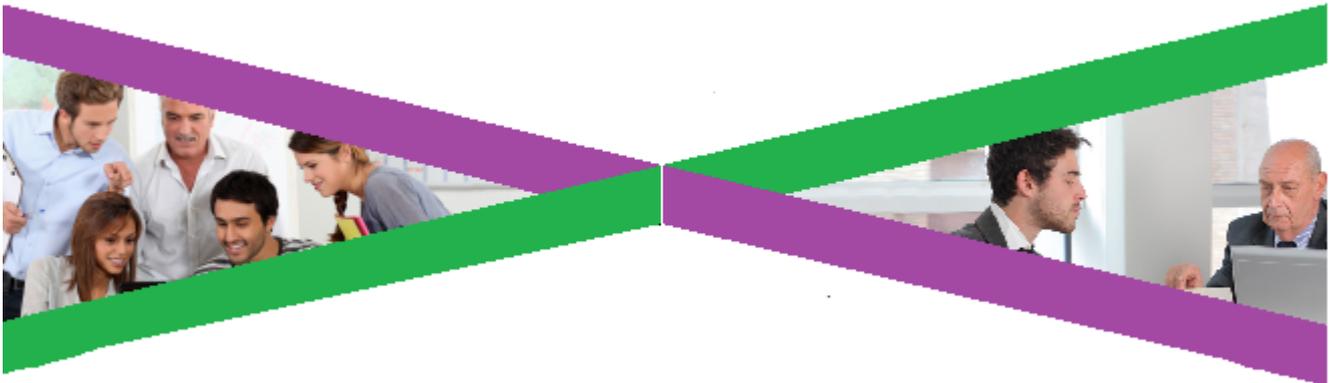
**Intergeneration Mentoring**
**for Entrepreneurs**

# COMMUNICATION STRATEGY

**of INTGEN project**

# Communication Strategy
## of INTGEN project

This part of the strategy is designed for the first part of the project - the Mentoring and Mentoring Training Programme. It is designed as a guide to ensure all opportunities for the promotion, recognition and dissemination of and engagement with the Mentoring & Mentoring Training Programme are used for maximum impact.

Firstly let us set out the aims and objectives for this strategy:

1. To enlist a minimum of [50] prospective mentors who attend and complete the Mentoring Training Programme by [DATE]

2. o enlist a minimum of [36] mentors and [108] mentees to work together within the Mentoring Programme by [1st December 2015]

## OBJECTIVES

▸ To promote the Mentoring Training Programme to at least [50] prospective mentors by [1st December 2015] among the groups specifically identified by this project

▸ To promote the Mentoring Programme to at least [200] prospective mentees by [1st December 2015] among the groups specifically identified by this project

▸ To engage [36] potential mentors and [108] potential mentees with the Mentoring Programme among the groups specifically identified by this project

## DEFINING THE TARGET AUDIENCE

The Mentoring Training Programme is the starting point for the entire Mentoring Programme so we must therefore start with how to promote this to prospective mentors by identifying that target group. This project identifies the three target groups for us - Young People / Older People / Business Owners and Entrepreneurs.

It is therefore recommended that all partners involved in the project use equivalent imagery, text, logos for promotion materials, print and online presence. There exists a set of regulations for some of these items. I would recommend that a resource file be created on LEAP to enable partners to share these resources and maintain concepts and brand.

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Resources for communications:

Text   /   Phrases

Definitions & Descriptions

Images   /   Video   /   Logos

Printed Materials

Report Template

Country specific statistics

Visual Presentation / Powerpoint

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The most effective channel for communication is always going to be one to one meetings that allow greater opportunity for engagement and information exchange. Generally the opinions show that the more personal the communication, the more time it requires but the greater the connection that is made with the additional positive aspects that the understanding is better and the opportunity for time efficient feedback. The table below demonstrates this theory.

| | **Personal Communications** | **Mass Communications** |
|---|---|---|
| **Reach** | | |
| Speed | Low | High |
| Costs | High (Time) | Low |
| | | |
| **Influence Levels** | | |
| Understanding | High | Low - Moderate |
| Targeting | High | Moderate |
| | | |
| **Feedback / Response** | | |
| Duration for Response | High | Low |
| Direction | Two Way | One Way unless prompted |

**Recommended Strategy**

Three target groups

Older People
Young People
Business Owners / Entrepreneurs

Some areas of our communication will apply across the board for all groups, others are group specific.

Basic Breakdown of Communication Channels

**A)  Print**
- Newspapers
- Magazines
- Own Publications
- Posters
- Flyers
- Information Leaflets
- Direct Mail

**B)  Online**
- Own Websites
- External Partner Websites
- Members Websites
- Age Specific Websites
- Local Media Websites
- Social Media
- E-Mail Marketing

**C)  Face to Face**
- Own immediate networks
- Local Group related networks and community groups
- Personal Contacts and extended networks
- One to One meetings

**D)  Events**
- Exhibitions
- Business Shows
- Group related community event

**E)  PR**
- Press Releases
- Mentor / Mentee 'Stories'
- Photographs & Video

Location is also important when identifying many of the best channels of communication. Any event or network, local media or physical space that is regularly exposed to all groups will provide one of the best opportunities for engaging all three groups.

Physical spaces such as community halls regularly frequented by all groups are a key location for posters and fliers.

Community Events are ideal for attracting the attention of harder to reach groups such as older people and young people. These may include events within educational establishments for students and young people or Fayres, Fundraisers and community markets for older people.

Each country will have to identify their own cultural preferences for these groups to best use local events as a channel.

All communication used for any aspect of the project should be accurately recorded, with both positive and negative responses recorded as needed for the purpose of an accurate record of dissemination.