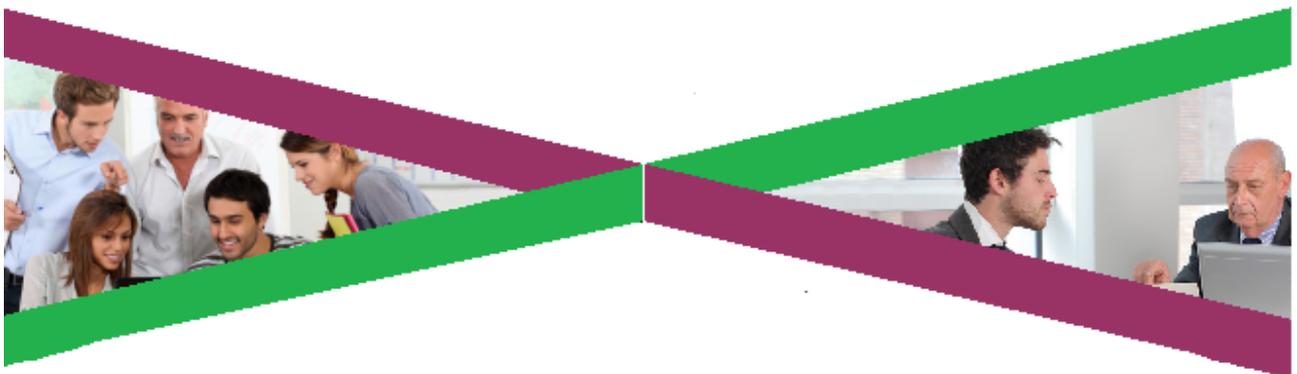




IntGen

**Intergeneration Mentoring
for Entrepreneurs**



IO2-A5

COMMUNICATIONS STRATEGY



Co-funded by the
Erasmus+ Programme
of the European Union

 **SMALL BUSINESS FOCUS**
TOGETHER, REPRESENTING YOU

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JOINT COMMUNICATIONS STRATEGY INTGEN 2015 - 2017

AIMS AND OBJECTIVES

This part of the strategy is designed for the initial 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:

- To enlist a minimum of [50] prospective mentors who attend and complete the Mentoring Training Programme by dates agreed by and for each partner country
- To enlist a minimum of [36] mentors and [108] mentees to work together within the Mentoring Programme by dates agreed by and for each partner country

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 (Young People / Older People / Local Business Owners & Entrepreneurs)
- To promote the Mentoring Programme to at least [200] prospective mentees by [1st December 2015] among the groups specifically identified by this project (Young People / Older People / Local Business Owners & Entrepreneurs)
- To engage [36] potential mentors and [108] potential mentees by way of 1296 mentoring sessions (12 sessions per mentee) over the 6 months from October 2016 ad March 2017 within the Mentoring Programme among the groups specifically identified by this project (Young People / Older People / Local Business Owners & Entrepreneurs)

DEFINING THE TARGET AUDIENCE

This project identifies the three target groups for the programme as:

- Young People
- Older People
- Small Business Community.

TARGET AUDIENCE - PARTICIPANTS

The positive approach of this project is such that each of our Target Audience could potentially engage at each level of participation.

The Mentoring Training Programme is the starting point for the entire Mentoring Programme so let us start with how to promote this to prospective mentors by identifying that target group within our overall Target Audience.

PARTICIPANTS - MENTORS

Young People

Potential Mentors within this Group could include students studying business, young people already involved in or a creator of a small business. Promoting Mentoring to this group will include a positive addition to a C.V., can increase and improve their communication skills, working with people from all age groups and backgrounds. Supporting young people to give their time and skills can inspire young people to continue to engage in volunteer programmes and work in supportive roles themselves.

Older People

Within this Group we have a great potential for engaging retired professionals, including those who may have previously owned and run their own business. In addition, retired finance professionals, business coaches, directors and semi-retired directors can all contribute to a high level and be effective mentors. Promoting mentoring as a positive way to give back and to continue to be pro-active in the business community can be a driver for engagement.

Small Business Community

This Group can provide some of the strongest and most influential Mentors. Their experience as an Entrepreneur, Small Business owner or Director will provide insights into this area of business that is invaluable to potential entrepreneurs. Direct communication with this Group and ensuring an accurate understanding of the IntGen goals will inspire this Group to engage with the project.

PARTICIPANTS - MENTEES

Young People

Potential Mentees within this Group should initially be sourced from the relevant educational establishments working as partners in this project. In addition, other educational establishments within the partner's catchment areas should be approached as this will be beneficial for the sustainability of the project. The unemployed youth sector is also a specific group which should be identified and approached through any local government channels, youth hubs and existing support groups.

Older People

There is no age limit to starting your own business and it has been proven in the past that 'Olderpreneurs' are a growing community within Europe. Many older people find that they need to maintain an income upon official retirement and have a desire to remain active and engaged in the business and wider community. By identifying local buildings, groups and communication channels used by this group in each partner country we can tap into their existing hobbies, social events and communities. Many countries have apartment complexes and suburbs which are inhabited by the over 60s which can provide an opportunity to engage directly.

Small Business Community

There are many existing business owners who may be experiencing change within their business for a variety of reasons. This can provide us with a group of existing business owners who would benefit from mentoring as they navigate these changes. The community itself regularly hold events, shared training and networking opportunities, all of which attract potential entrepreneurs. Working with existing networks can be highly productive and time-saving.

RESOURCES

It is 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. It is proposed that a shared resource file be created to enable partners to access these resources and maintain concepts and brand identity.

Resources for communications:

- Text
- Phrases
- Definitions & Descriptions
- Images
- Video
- Logos
- Printed Materials
- Report Template
- Country specific statistics
- Visual Presentation / Powerpoint

EFFECTIVE COMMUNICATION

The most effective channel for communication is always going to be ‘one to one’ meetings which allows greater opportunity for engagement and information exchange. Generally the opinions within the Marketing community 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
Targetting	High	Moderate
Feedback / Response		
Duration for Response	High	Low
Direction	Two Way	One Way unless prompted

COMMUNICATION CHANNELS

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

Basic Breakdown of Communication Channels

<p>A) Print Newspapers Magazines Own Publications Posters & Flyers Information Leaflets Direct Mail</p> <p>B) Online Own Websites External Partner Websites Members Websites Age Specific Websites Local Media Websites Social Media E-Mail Marketing</p>	<p>C) Face to Face Own immediate networks Local Group related networks and community groups Personal Contacts and extended networks One to One meetings</p> <p>D) Events Exhibitions Business Shows Group related community event</p> <p>E) PR Press Releases Mentor / Mentee 'Stories' Photographs & Video</p>
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There are several combinations of the communication channels which work exceptionally well.

It is also recognised that presenting the information to an individual three times in three different formats can increase the engagement level significantly.

Recommended combinations

<p>A) Initial Contact Event Event Presentation Flier One to One meeting</p> <p>B) Initial Contact Flier Flier Website Telephone call</p> <p>B) Initial Contact Website Website Email One to One meeting</p>	<p>C) Initial Contact Meeting One to One meeting Flier Follow up phone call</p> <p>D) Initial Contact Email Marketing E-Shot Telephone call Event Presentation</p> <p>These are just some examples</p>
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LOCATION SPECIFIC APPROACH

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

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

Community Events are ideal for attracting 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 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 noted as needed for the purpose of an accurate record of dissemination.