

TRAINING SESSION OUTLINE

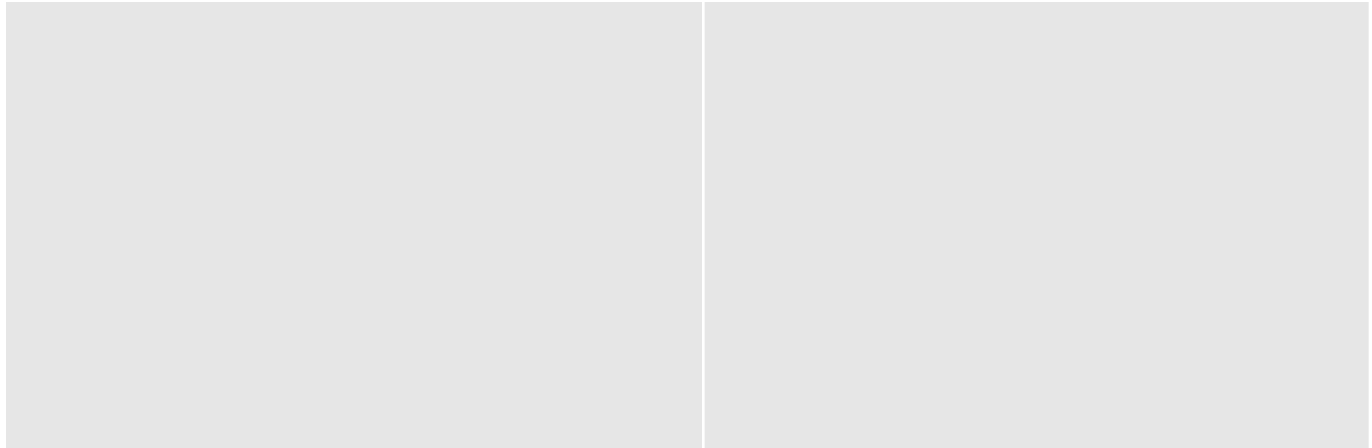
Title of Session :	Workshop “Project’s communication: the importance of raising dissemination on 4 scales”
Time :	1 hour
Session objectives:	<ul style="list-style-type: none"> to define planning process of dissemination in 4 different scale: <ol style="list-style-type: none"> At your school; In the city; In the country; Internationally. to suggest possible tools and software for planning and realising dissemination activities and products.
Preparation by:	Svetlana and Julija
Nr of Facilitator	1
Nr of Participants:	20-25

Room requirements:

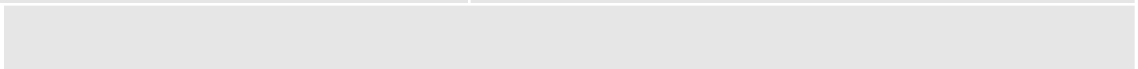
The room should be spacious enough for discussions and practical tasks. 2 participants should have at least 1 computer for practical tasks and possibility to connect to the internet

Training supplies and equipment:

Computers;
 Projector;
 Internet connection;
 Magnetic stand with paper sheets;
 Markers (4);
 Pens or pencils
 Paper



Handouts:



Session description:
 (Instructions facilitators, instructions trainees, step by step description, time schedule)

Time	Instruction	Materials
10 minutes	Introduction: <ul style="list-style-type: none"> • Short discussion with the participants. 	Computer; Projector;
40 minutes	A presentation of what is planning process of dissemination in 4 different scales: <ol style="list-style-type: none"> 1. At your school; 2. In the city; 3. In the country; 4. Internationally. 	Computer for each participant or at least 1 computer per group;

	Practical realisation of suggested tools and programs (on a participant's computers). The facilitator divides the participants in groups. Each group uses a different software to make a presentation. The aim is to learn how to use the software chosen	Projector; Magnetic stand with paper sheets; Markers (4);
10 minutes	Reflection: Discussion between facilitator and participants about highlights of the workshop.	Magnetic stand with paper sheets; Markers (4); Pens or pencils Paper.

Project's communication: the importance of raising dissemination on 4 levels

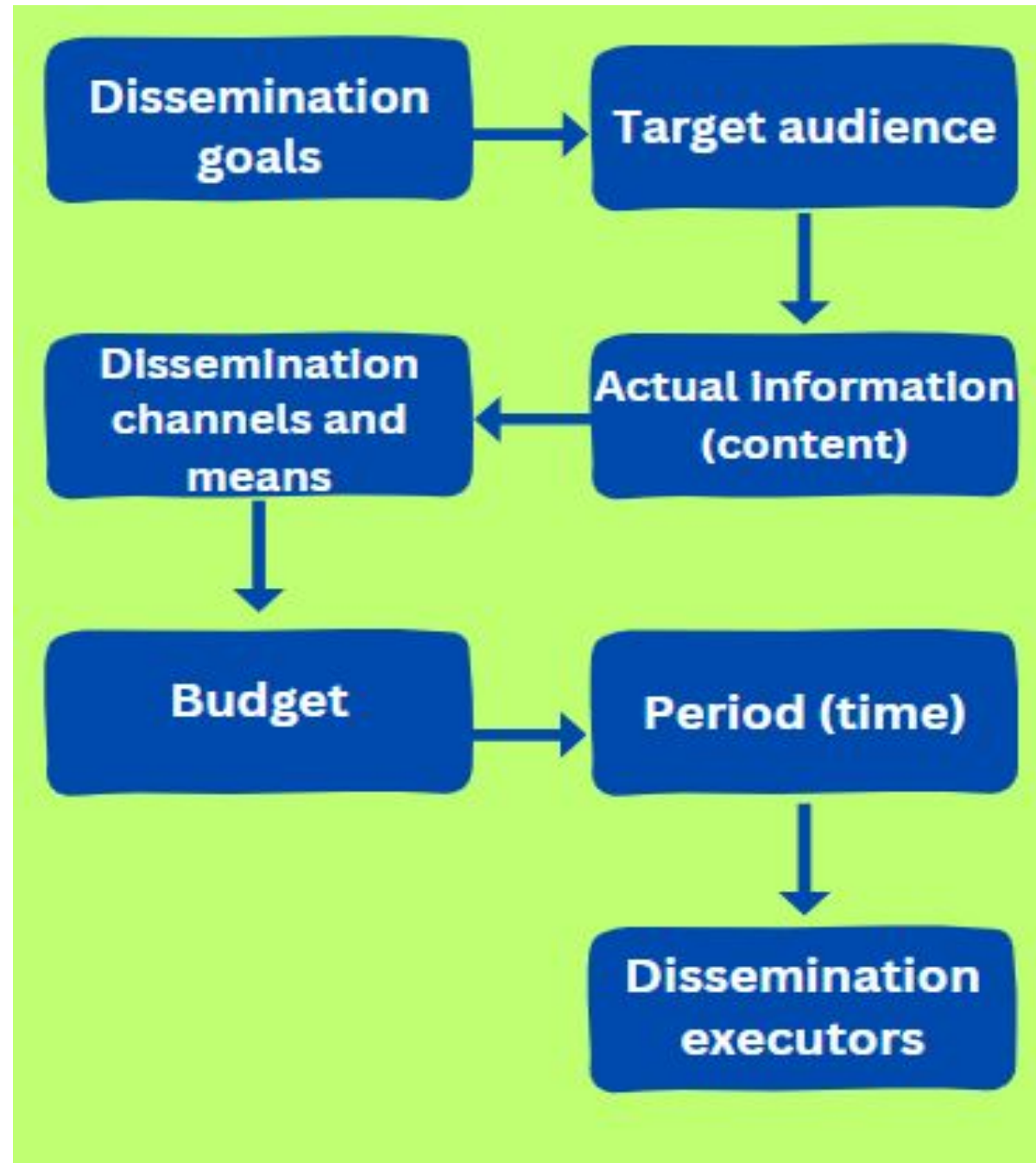
Practical ways to disseminate information about project

Project n.: 2022-1-LT01-KA220-SCH-000089583

Project's dissemination

In this workshop you will learn what a dissemination is, on what levels you can disseminate information and what tools to use to achieve the best results. The main task for this part is to highlight main points of dissemination and use the information for the practical task.

Successful dissemination?



What do we need to achieve successful results?

Dissemination goals:

All dissemination should have a purpose, and support or inform project development in some way. The purpose of the activity may be to:

- Raise awareness – let others know what you are doing
- Inform – educate the community
- Engage – get input/feedback from the community
- Promote – ‘sell’ your outputs and results.

Levels of dissemination and targeted audience



Local



Regional



National



Global

Target audience:

- *Internal audience.* The members of the project consortium and your own institution need to stay well informed about the progress of the project. Adequate internal dissemination can also ensure that the project has a high profile.
- *Other project.* Sharing project results with coordinators and key actors of projects dealing with similar topics, both within the programme and in others, will ensure visibility and uptake of results, and provide opportunities to receive feedback, share experiences and discuss joint problems and issues.
- *External stakeholders.* Persons who will benefit from the outcomes of the project, as well as "opinion makers" such as teachers, researchers, librarians, publishers, online hosts, etc., can act as catalysts for the dissemination process.
- *The community.* It is likely that certain elements of the project, such as guidelines, methods, evaluation criteria, questionnaires, etc. can be used by a wider audience than the specific target group. These elements can be shared with the wider community through articles, conference presentations, case studies, etc.

Actual information:

- Information should be clear, simple and easy to understand. The language should be appropriate for the target audience, and non-technical language should be used where possible.
- Information should be tailored to the receiver(s). It is important to carefully consider what they should know about the project. It is possible to send the same message to different audiences, but the relevance of the message to the receiver should be checked each time.
- Information of different projects related to the same subject can be coordinated to enhance impact.
- Information should be correct and realistic.

Dissemination means

1. Participation at local, state, or national conferences and workshops
2. Publications
3. Presentations
4. Social media
5. Virtual meetings such as webinars, teleconferences, and expert panels
6. Local, state, or national peer network groups
7. Community outreach activities
8. Video materials

Timeline of dissemination

BEFORE the project:

- develop the dissemination and enhancement plan;
- define the impact and expected products;
- determine how the dissemination and exploitation activities will be disseminated and their recipients.
- assign adequate budget and resources to dissemination activities.

DURING the project:

- contact the appropriate means of communication at the local or regional level;
- conduct regular activities such as information sessions, training, demonstrations, peer reviews;
- assess the impact on target groups;
- involve other stakeholders given the transfer of results to end-users.

AFTER the project:

- develop ideas for future cooperation;
- evaluate the results and impact;
- contact the relevant media;
- contact policymakers if relevant.

Dissemination executors

Usually possible executors for project's dissemination are people related to the project:

- Project coordinator
- Project participant
- People from organisation related to the projects (work team)

Dissemination plan

Dissemination plan

Project title:

	Activity	Done by whom	Target audience	Purpose of activity	Method	Deadline
1.	Development of the project logo and identity.	Person 1 Person 2	External audience - all people interested in the topic of the project.	To have a visual appearance of the project and to be recognized within the target group. 3	Canva logo creator	2024-04-18
2.	Project newsletters	Person 3	Local schools and organizations	Making recent developments within the project known to the broader public. There will be at least three newsletters Dates: 2024-05-10 2024-06-10 2024-07-10	Canva newsletter creator Or MS word	2024-05-01 2024-06-01 2024-07-01

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Co-funded by
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Digital tools (online) by levels of Dissemination

- **Local**

- Live presentations about the project (Canva, Animoto, Google slides)
- Create of posters / collages / comics, organize an photo exhibition, (Photocollage, Canva, Infogram, Pixton, Storytelling, Easel)
- Publish own storybook (StoryJamper)

- **Regional**

- Creating a page on social media (Facebook)
- Creating publicity (Canva, Infogram)
- Organization of online seminars (Zoom)

- **National**

- Creating a page on social media (Facebook)
- Organization of online seminars (Zoom)
- Organization of online meetings (Zoom, Padlet)

- **Global**

- Register on international platforms (eTwinning)

Canva

<https://www.canva.com>



Canva

Design spotlight ▾

Business ▾

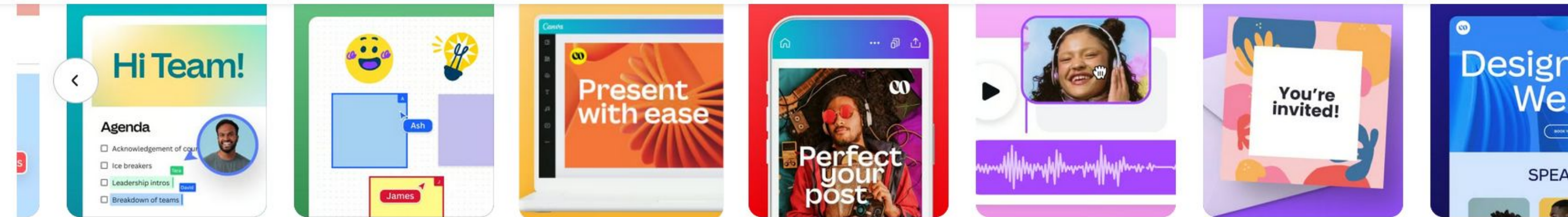
Education ▾

Plans and pricing ▾

Learn ▾



Log in



A perfect fit for everyone

Canva Free

For anyone to design anything, on their own or with family, friends, or others. No experience required.

Get Canva Free

Canva Pro

For individuals, solopreneurs and freelance designers who want unlimited access to premium content, to create professional designs with ease and scale their productivity.

Start free Pro trial

Canva for Teams

All the great features of Canva Pro, plus we think you'll love these features designed to allow teams of all sizes to collaborate with ease.

Start free Teams trial

Easel

<https://www.easel.ly>



easelly

Pricing ▾

Getting Started ▾

Contact Us

Login

Create Your Free Account

We Make Graphic Design **Easy!**

Use Easelly to visually convey your idea , business and data

Start a design

Hire a designer

Infogram

<https://infogram.com/>



A screenshot of the Infogram web application dashboard. The interface is dark-themed. On the left is a vertical sidebar with navigation options: "Library", "All Projects", "New folder", "Trash", "Analytics", "Manage teams", and "Branding". At the top of the sidebar, there's a user profile for "Svetlana Kasiul..." and an "Upgrade" button. The main content area is titled "All projects" and shows "1 project". Below this, there's a row of ten icons representing different content types: Team Templates, Create with AI, Infographics, Reports, Slides, Dashboards, Social media, Responsive web and mobile layouts, and Import file... The "Infographics" icon is highlighted. Below the icons, there's a "Select all" checkbox and a "Filter" dropdown. A search bar is visible on the right. The main content area displays a preview of an infographic titled "infographics-flowDark" with steps labeled "Step 3b" and "Step 4".

Placeit

https://placeit.net

Placeit
by envato

Mockups ▾ Designs ▾ Logos ▾ Videos ▾ Gaming ▾ Learn ▾

Pricing

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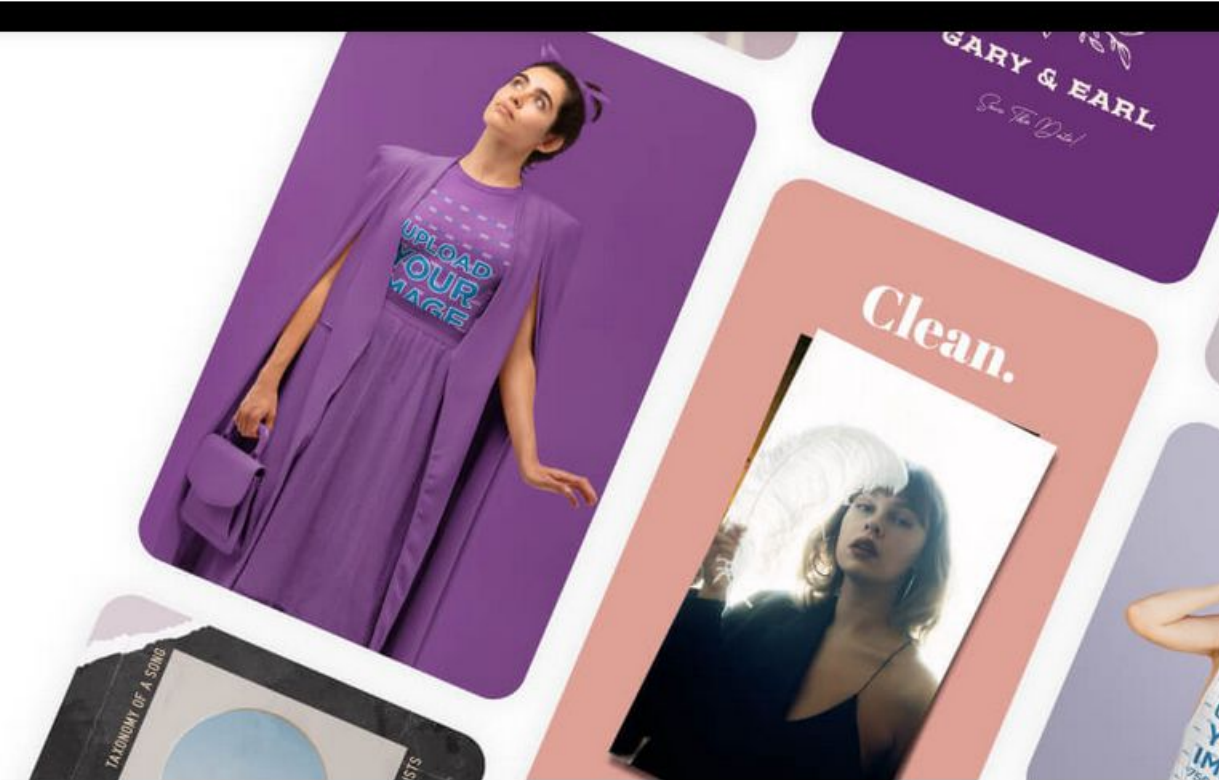
All Categories ▾

Search Mockups, Logos, Design Templates, Text Animations, Instagram Stories, Flyers...

Everybody is creative, Placeit makes you a creator

Become an expert with our ready-to-use templates.

Start Now!



StoryJumper

<https://www.storyjumper.com>



Connect

StoryJumper brings authors and readers together who mutually support and encourage each other to create amazing new books.

Collaborate

Multiple authors can come together to tell the most engaging and entertaining stories. Each author adds their own experiences, ideas, and input to make the stories as exciting and impactful as possible.

Inspire

Upload your own published story to inspire others worldwide, on the infinite possibilities to create gripping, emotional, and impactful stories of their own!



Adobe Spark

<https://express.adobe.com/page/9bPqZ/>



Ideas for Creating Online Publicity

- Give it a human element
- Link your story to a current trend
- Attract attention with an image
- Direct people to your website
- Use Social Media to create a media buzz for your story



How to promote your project on Social media?

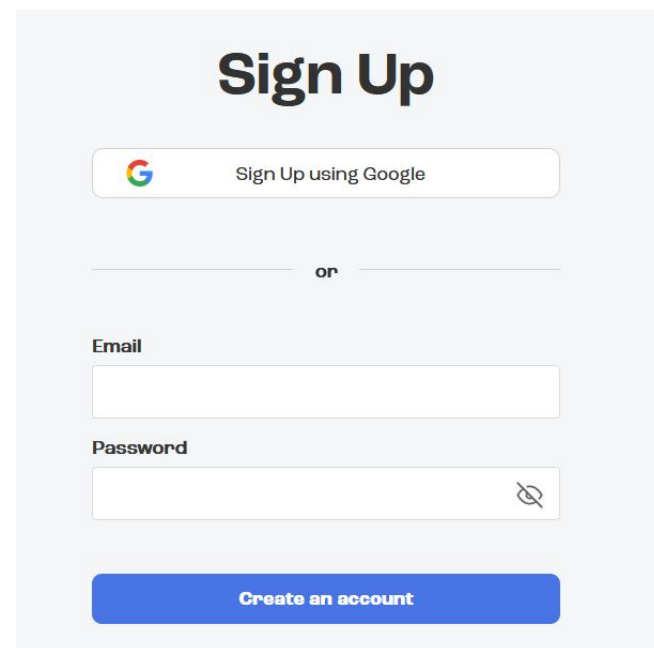
- Creating a page on Facebook
- Link to your project in your Facebook status
- Share an interesting fact from your project
- Ask for a Like
- Tweet your story more than once
- Be Generous and promote those who promote you
- Use Hashtags
- Getting the project out there
 - Social media of course goes beyond Facebook and Twitter. You can Pin your project on Pinterest and Google+ it as well as blogging it and sharing it on LinkedIn.

Now in practice: Create your first visual

Topic Create a poster/flyer about the project

Task Use digital tools Easel or Infogram <https://www.easel.ly> <https://infogram.com>

First step - Registration



Sign Up

Sign Up using Google

or

Email

Password

Create an account

Second step - Selection



+ New Design

Dashboard

Templates

Trash

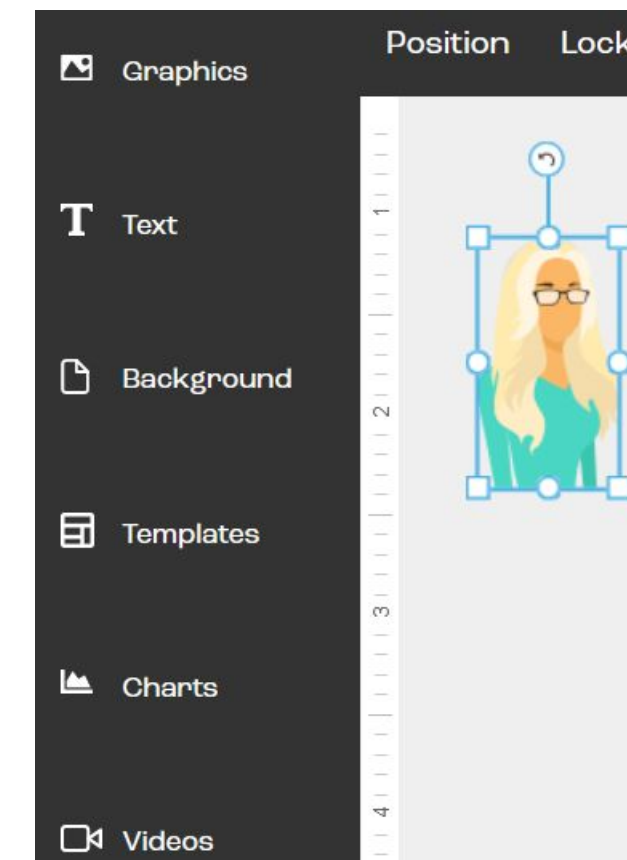
Public Templates



TAKING CARE OF YOUR BUSINESS AND EMPLOYEES

- 64% FULL-TIME EMPLOYEES
- 36% PART-TIME EMPLOYEES

Third step - Creating



Position Lock

Graphics

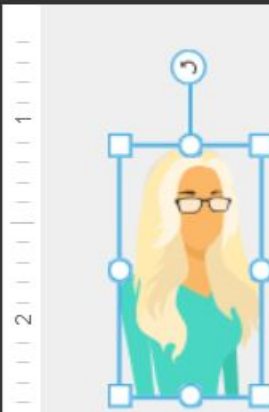
Text

Background

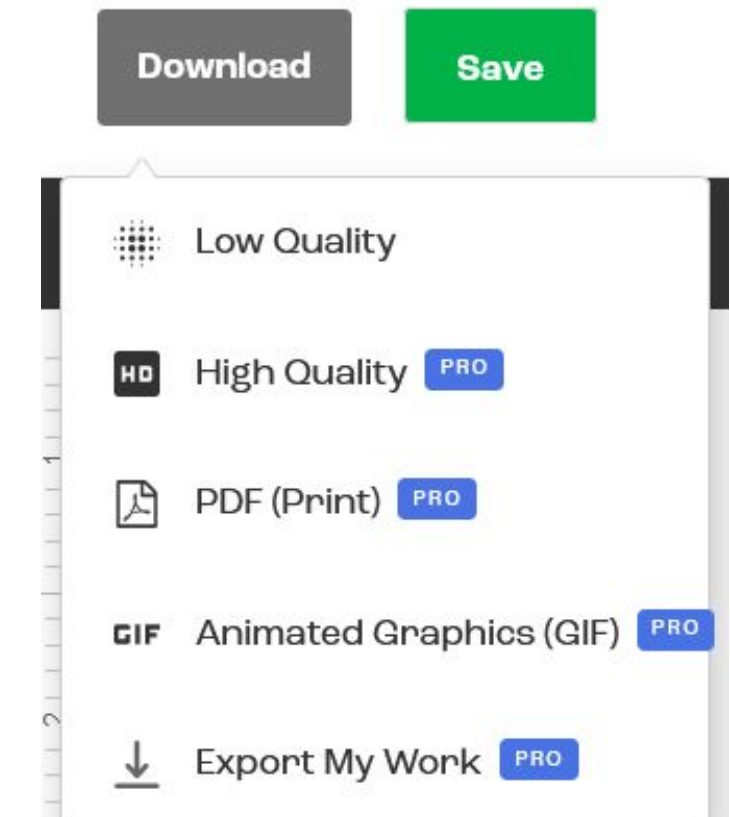
Templates

Charts

Videos



Fourth step - Save



Download Save

Low Quality

High Quality PRO

PDF (Print) PRO

Animated Graphics (GIF) PRO

Export My Work PRO

Helpful Links

1. Infogram

- <https://infogram.com>
- <https://www.youtube.com/watch?v=Wgg0My-rZnc&pp=ygUISW5mb2dyYW0%3D>

1. Easel

- <https://www.easel.ly>

List of reference

1. www.safetyofmedsim.com „The importance of dissemination activities in European projects“
2. www.hedea.ec.europa.eu „Managing projects“
3. V. Ružaitė „Mobilumo projektų viešinimas“, Švietimo mainų programa
4. Ideas for Creating Online Publicity.
<https://www.jumpworks.co.uk/21-ideas-for-creating-online-publicity-for-your-business/>

THANK YOU FOR
YOUR ATTENTION!