

# Strategic plan for final dissemination of the counselling toolbox and the supporting toolbox

Vilnius Gediminas Technical University, LITHUANIA  
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# The overall aim with the strategic plan for final dissemination

- to ensure that the developed outputs, both the counselling toolbox and the supporting toolbox, will reach as many possible users in the target groups as possible.
- This means reaching a high level of knowledge, the condition to gain as many users as possible.

# The team

- All members of the comm. Team.
- Executive team
- Communication and marketing
- Approval by the Project Management

## Schedule (original)

- Deadline on the dissemination strategy 27th of March
- Approval by the Project Management Team end of March
- Distribution to partners 2nd of April (Deadline for the final, approved strategy is April 1st)

# Priorities till the end of the project

- Catalogue
- Videos
- Online Tool & Web pages
- Train the Trainer Courses
- Final Conference
- Reporting dissemination action on a country level
- The Book

# Main target groups

1. SME owner-managers
2. Business intermediaries
3. HEIs

# Messages and content

Main target groups	Messages and content	Main channels
1. SME owner-managers	Analyze the current situation, self-evaluation, areas for improvement, business improvement, profitability growth	Online tool, web visibility, messages through intermediaries, book, media
2. Business intermediaries	Internationally tested tool for business improvement through non-technological innovations, like marketing, customers care,	Online tool, Train the trainer, catalogue, book, media
3. HEIs	HEIs add the tools in relevant curricula as well as in lifelong learning activities Case study tool for business management students Use during the seminars and business consultations	Train the trainer, integration to curricula, book, media, conferences

# Communication channels

- Snowman website
- Social media: Facebook. LinkedIn and Twitter
- Presenting in different industry association, SME organizations
- Attending OMs and INTs as Ambassadors of Snowman project
- Final book 50 pages
- Presentations to students
- Project flyer, rollup and other printed material
- Success stories. In the book, web page, blogs and newsletter.
- Promotional cases how to use the tool
- Media releases
- HEI meetings, conferences etc to institutionalize. Part of HEIs curricula / studies
- Videos
- Slide deck for comms. Prezi with voice-over?
- Images
- Simple infographs.
- Event / communications calendar for dissemination

# Evaluation

- The evaluation will mainly be carried out by a questionnaire to the participants.
  - We will fill out a template listing dissemination actions per country
- Finally, the team must ensure that an effective external communication will take place using social media, press releases, communication through project partners and relevant networks.
- The more widely communication will mainly be formed as:
  - Online tool & 6-step model web site
  - Newsletters released by project partners
  - Use of social media