

EUKI Communications Strategy Workshop - Agenda (Draft) Budapest, April 4 & 5

Venue: [Nem Adom Fel Cafe and Restaurant](#), Magdolna Street 1, 1086 Budapest, Hungary.

Thursday, April 4

TIMING	ACTIVITY
9.30	Arrival of guests / Bingo
10.00	Welcome by Laura Müller and Oliver Hölcke (EUKI)
	Welcome by Andras Sztaniszlav
	Presentation of participants
10.20	Input by a Journalist (tbd) – What media needs to publish your content
11.05 - 11.15	COFFEE BREAK
11.15 – 12.30	Input: Communication Strategy (Andras Sztaniszlav)
	Group work: Round of intros <ul style="list-style-type: none"> • What is your vision, dream? • What is the purpose of your project
12.30 – 13.30	LUNCH BREAK
13.3.0 – 15.15	Input: Target Audience (Andras Sztaniszlav)
	Group work: <ul style="list-style-type: none"> • Who is your target audience? • Stakeholder mapping – main target group • Your expectations from your main target group
15.15 – 15.30	COFFEE BREAK
15.30 - 17.30	Input: Messaging (Andras Sztaniszlav)
	Group work: elevator pitch <ul style="list-style-type: none"> • Find your story + beneficiary • Set up your message • Storytelling + CallToAction
	Open Q&A and closing of the first day

Friday, April 5

TIMING	ACTIVITY
9.00 – 9.10	Welcome and presentation of the agenda for the day by moderator
9.10 – 9.30	Exchange: I am looking for / I am offering
9.30 – 10.00	Input: Channels and Activities (Andras Sztaniszlav)
10.00 - 10.15	COFFEE BREAK
10.15 – 12.00	Group work: Developing Channels and Activities
12.00 – 13.00	LUNCH BREAK
13.00 – 14.30	Closing session: <ul style="list-style-type: none">• developing a communication plan,• writing a strategy one-pager and• defining the next steps for your EUKI project
14.30 – 14.45	COFFEE BREAK
14.45 – 16.30	Networking session, discussion of the results and final feedback by EUKI
16.30	Closing of the workshop