

**Making Tourism more sustainable! Sharing methodologies for a
joint action**

2nd Community Building event

4-5 October 2017

Athens

MED Sustainable Tourism Community

Communication Playbook

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PANTEION UNIVERSITY
OF SOCIAL AND POLITICAL STUDIES



Communication activities

ACTIVITY	STATUS	ACTIONS NEEDED
Community Newsletter – 3 issues (May 5 / July 5 / September 26)	<u>Less than 500 subscribers</u>	> Do you like it? > Is it useful for you? > Spread the word
Community Videos – 1	249 Views	> Spread the word
Individual Videos – 14	<u>Only 3 projects</u> have uploaded and disseminated it (data updated 29/09/2017)	> What do you think about it? > Didn't you know about those videos?



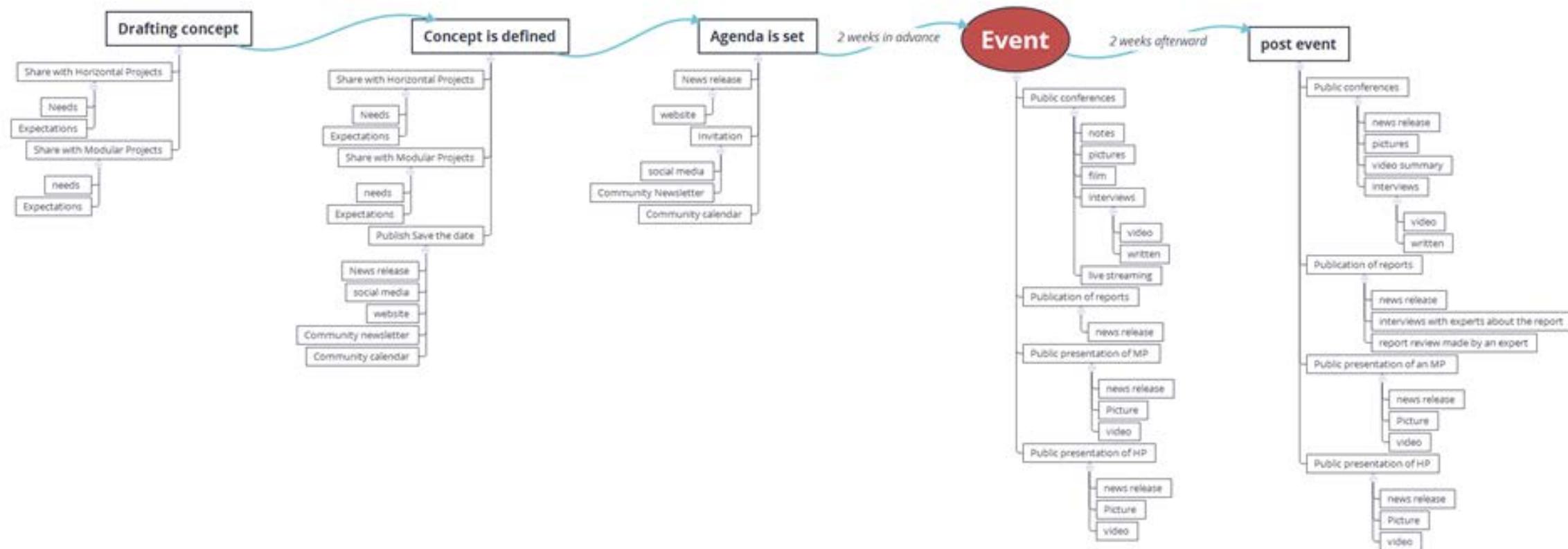
COMMUNICATION PLAYBOOK

PUBLIC CONFERENCES

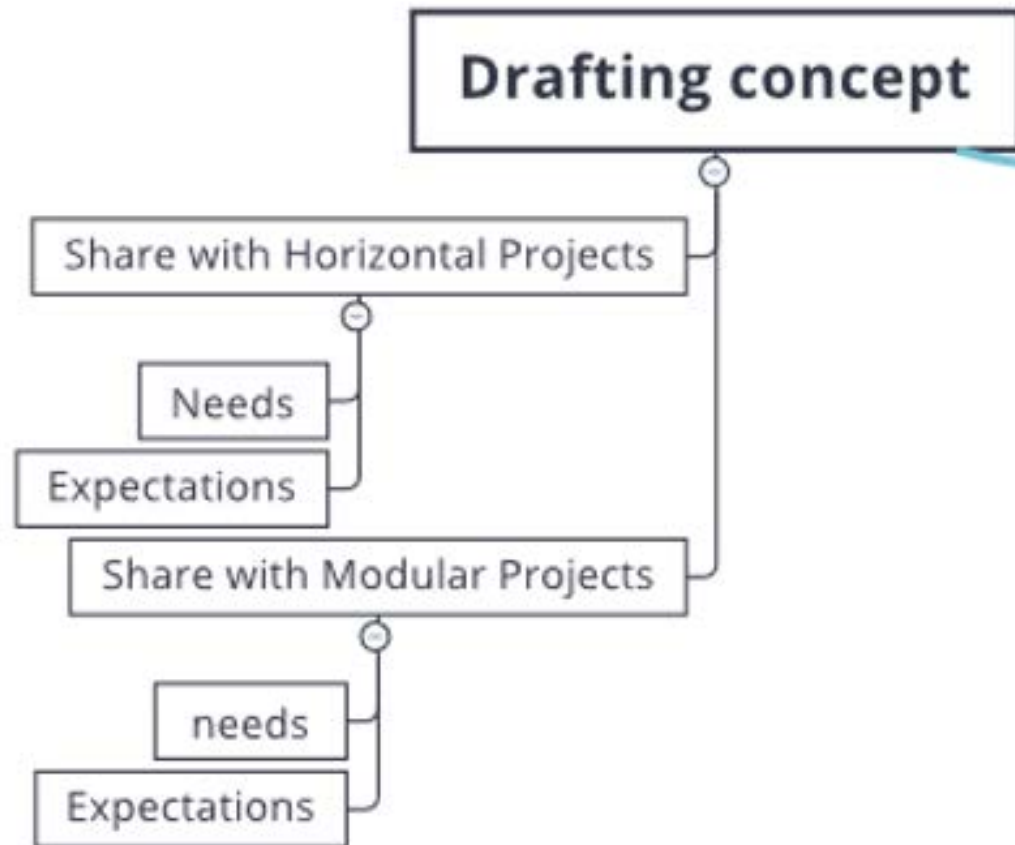
PUBLICATION OF REPORTS

PUBLIC PRESENTATION OF MP

PUBLIC PRESENTATION OF HP



How to work together

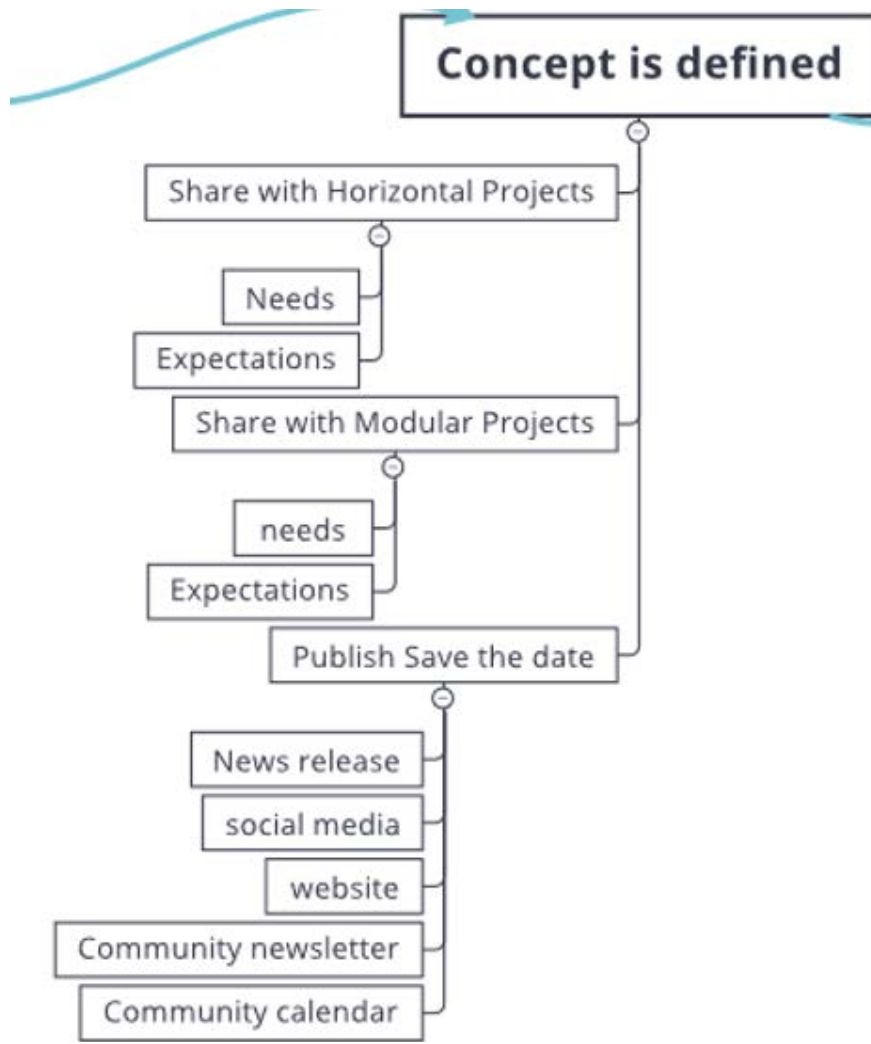


Step 1: “Drafting concept”

Always share with us your needs and expectations on your upcoming events, we might put you in contact with other MPs or partners who is willing to join you giving you its support.



How to work together



Step 2: "concept is defined"

Publish the "save the date"! We can help you in spreading the word and reaching out to some of your target groups: decision makers, media, general public...



How to work together



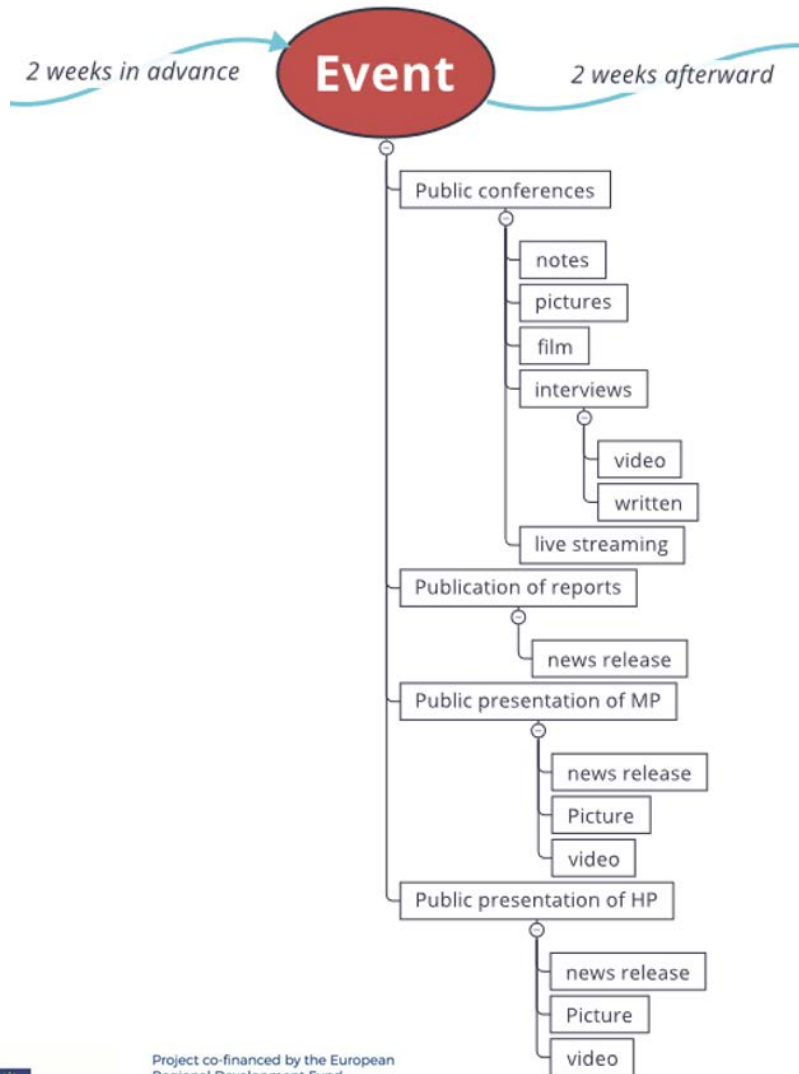
Step 3: “agenda is set”

It’s time to publish a proper “news release”! We can help you in spreading the word and reaching out to some of your target groups.

If you have difficulties at writing it we give you our support in this



How to work together



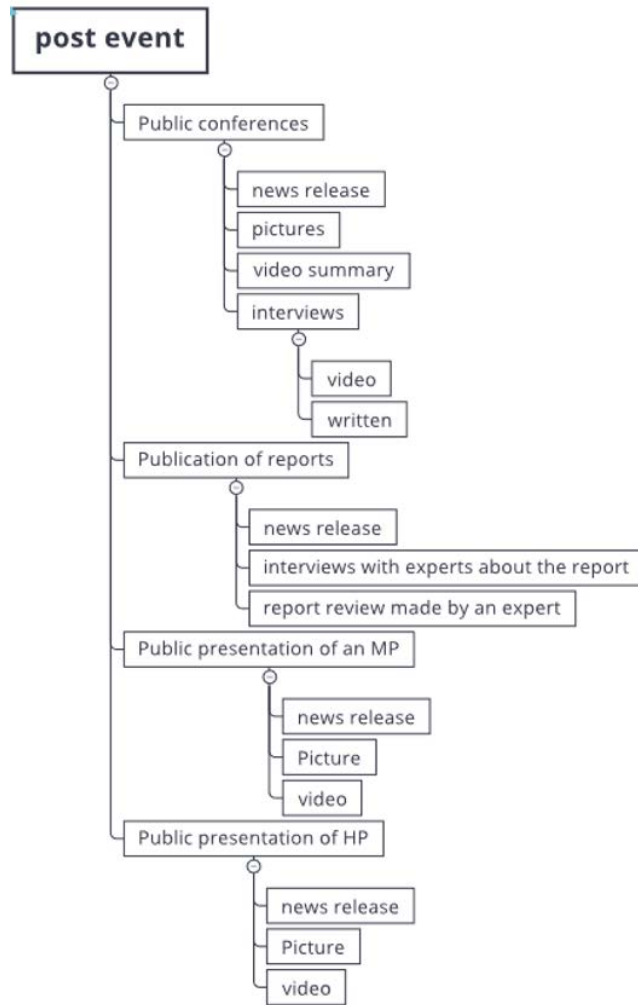
Step 4: “during the event”

It’s the day! It is crucial to keep track of what is going on: what has been said, who has attended it, participants feedbacks, etc..

So do not forget to take notes, and if you can also pictures, film, interviews, drawings, etc...



How to work together



Step 5: “post event”

When everything it's over it's time to remind your target groups of what has happened!

So write reports, wrap up news, edit the videos of the events, make a photo gallery, interview the participants, etc..

Of course do not forget to share what you do with us and the other MPs, as we are happy to amplify your messages.



Thank you for your attention

Contact us

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