Dissemination plan
INSTRUCTIONS

The purpose of the tool

- Defining the dissemination target groups and activities for portfolio projects
- Ensuring dissemination activities for different ecosystem portfolio projects are planned and best practices shared

Workshop time:
2-3 hours

Who is involved?
Project managers or communication responsibles of portfolio projects

Participants:
10 (optimum)

Suggestions related to previous work:
Explore phase overall communication plan should include preliminary dissemination plan. Follow-up on it and create an iteration of the plan ready for this workshop
Suggestions related to additional activities:

Assets needed
Pre-work canvases (offline/online)Post-it stickers

Recommended methods or tools to use
Online co-creation tools like Trello, Padlet etc.

Challenge

How to prepare the exercise

Send a pre-work e-mail to all participants asking them prepare a plan ready for the workshop based on original overall communication plan and reiterate the dissemination part to final dissemination plan (send the canvas as pre-work template)

Inform participants that they will present their own pre-work in the workshop (5+5 min each presentation + Q&A)

Schedule 2-3-hour workshop

How to run the workshop

Each participant presents their own plans for target groups , main messages and high level dissemination plan. Each presentation is followed by short Q&A (5 min presentation+3min Q&A)

Participants are encouraged to share best practices in the feedback part.

Last 30 minutes group discussion about success stories and challenges in dissemination and short plan how projects can share each others dissemination messages (social media sharing etc.)

The dissemination best practices and sharing plan is created (facilitator) and shared in the common online platform (ecosystem or project based).

GROW PHASE