

Agenda for the C-E.N.T.E.R Workshop

Monday the 3rd of October, 2011

Arrival of the participants.

Tuesday the 4th of October, 2011

9.30-11.00 – Registration of participants/Welcome

11.00-11.15 – Break

11.15-13.00 – Module 1

- ✓ What is dissemination
- ✓ Dissemination Strategy
- ✓ Exploitation

13.00-14.30 – Lunch

14.30-16.00 – Module 1

- ✓ Dissemination and Marketing
- ✓ Marketing principles
- ✓ How to reach the target group

16.00-16.15 – Break

16.15-18.00 – Field Trip/Guest speaker

Wednesday the 5th of October, 2011

9.30-11.00 – Module 2

- ✓ Linkage between dissemination and communication and networking
- ✓ One to one communication
- ✓ Group communication
- ✓ Communication plan
- ✓ Networking

11.00-11.15 – Break

11.15-13.00 – Module 2

- ✓ How to develop an event
- ✓ Exercises

13.00-14.30 – Lunch

14.30-16.00 - Module 3

- ✓ Website
- ✓ Web 2.0

16.00-16.15 – Break

16.15-18.00 – Guest speaker

Thursday the 6th of October, 2011

9.30-11.00 - Module 4

- ✓ Dissemination and mass media
- ✓ Examples of newspapers and magazines

11.00-11.15- Break

11.15-13.00 – Module 4

- ✓ How to develop a press release
- ✓ How to develop a text
- ✓ Writing style to reach the target group
- ✓ Layout/design

13.00-14.30 – Lunch

14.30-16.00 – Module 4 and 5

- ✓ Exercises (with Guest speaker)
- ✓ Project logo

16.00-16.15 – Break

16.15 – 18.00 - Module 5

- ✓ Dissemination and exploitation – what works in reality? (Guest speaker)
- ✓ How to develop gadgets (Guest speaker)

Friday the 7th of October, 2011

Departure of participants

Venue of the workshop:

"ARTERION", 82 Rewolucji 1905r, Łódź, Poland

Further information

- For questions concerning the organisation of the workshop, please contact:

Project Partner: Marta Chruściel mchrusciel@ahelodz.pl

- For questions concerning the C-E.N.T.E.R project, please contact:

Project Coordinator: Petra Kampf at petra.kampf@enter-network.eu