EVENT COMMUNICATION PLAN

WHY THIS TOOL MATTERS?

Having a reference table for planning communication and dissemination events helps turn all the organisational tasks into a clear, coordinated and shared process. It makes goals, responsibilities, deadlines and resources easy to see, minimising the risk of misunderstandings or things slipping through the cracks. It also makes it easier to track progress and spot issues early on, boosting the overall efficiency of the work. It's not just a practical toolkit; it's something that helps keep everything consistent, transparent and high-quality throughout the planning and delivery of the event. What really matters is adapting the table to your own activities and using it more like a map than a strict checklist, so the event keeps its own character and doesn't lose the educational nuances that any communication activity naturally carries.

Dissemination activities will be implemented ahead of the event according to a defined communication timeline. Information will be shared progressively through different media to maximize visibility and participation. Social media will be used strategically: LinkedIn and X will target professionals, policymakers and stakeholders with concise messages and speaker highlights; Instagram and Facebook will promote the event through visual content, countdowns and short videos to reach a wider audience; newsletters and mailing lists will provide structured information and direct registration links. This coordinated use of channels ensures timely outreach and broad audience engagement.

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HOW TO USE IT?

1. Use bullet points and templates to walk through the key steps and design the activities.
2. Make your event your own, by adding unique touches that suit your audience.

BULLET POINTS

- Define clearly what you want to communicate. Are you sharing something hot off the press or talking about a historical event? Are you exploring an environmental issue and giving practical tips about it?
- Work out your goals too. Once the event is over, what do you want your audience to remember, and what positive impact are you hoping for the community?

- Identify your target audience. Are you speaking to children with their families, to schools, to young people or adults? Your audience will strongly shape the structure of the whole activity.
- Choose your communication techniques. Lean on informal approaches as much as you can, or mix different styles. Just make sure they suit the people you're talking to.
- Select your communication channels. Is it an in-person event or online? Live or pre-recorded?
- Give the activity a personal style that makes it recognisable. It will help people remember you and attract more interest in the future.
- Set out staff roles, spaces and a plan for possible issues. Having a Plan B is always handy, especially for more complex events. Your team

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needs to be prepared, but also flexible enough to deal with anything unexpected.

- Gather feedback. Choose your format: questionnaires, interactive forms, or something else. It'll be important for your future events.

TEMPLATE EDITABLE TABLE

DESIGN YOUR ACTIVITY

Single purpose event

Topic	
Main goal	
Target	
Expected Impact	
Communication Techniques	
Timeline	
Responsible and collaborators	
Risks	
Success criteria and analysis	
Impact	

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Festival

Topics	
Main goals	
Target	
Expected Impact	
Main activity and description	
Other activities and descriptions	
Communication techniques for main activity	
Communication Techniques for activity "1"	
Communication Techniques for activity "2"	
Communication Techniques for activity "3"	
Timeline and event map	
Event manager	
First activity responsible (second, ...)	
Risks	
Success criteria and analysis	

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Impact	

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