

Communication Strategy - Brainstorm

It's time for your creativity. Imagine you have to create an international (European) campaign to promote student engagement.
Your target group: **university staff**. Share with others your ideas about communication strategy - brainstorm and summarize it on a quick draft.
You can also put your inspirations.

FOR WHOM?

DO WE KNOW SOMETHING ABOUT OUR TARGET GROUP?
WHO SHOULD BE THE MAIN RECIPIENT, WHICH "TYPE"?

HOW?

TOOLS AND STYLE

WHO?

THE SENDER OF THE MESSAGE/NARRATOR

WHY?

GOALS OF OUR COMMUNICATION

WHAT?

MAIN MESSAGES