

# 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: **students**. 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

