



**MEDIA PLAN**  
**PROJECT PASSPORT**



## MEDIA PLAN

We will organize 5 workshops in 5 partner countries. The workshops will be of 2 days duration, targeting athletes, local sport organizations and their representatives to inform about the project. The final conference will be held in Croatia, after the completion of previous training activities and evaluation. Based on our calculation more than 150 people will participate in conference events, 10 news articles both online and print media, 3 media broadcasts TV and radio (2 x 500 listeners/viewers, 1 000 in total). Altogether 6 press conferences will be organized in each country at the beginning of program implementation, within the scope of the kick off meeting, international meetings and during the final conference in Rijeka, Croatia. Press releases will periodically be prepared by the project team to inform the general public about project progress (minimum 6 press releases per partner country). Besides publicity, advertising activities will be conducted such as publishing advertisements in newspapers, news portals and TV stations.

All activities that Media plan include you can find in the following table.

**Table 1: Media plan activities**

TIME PERIOD	ACTIVITY	COMMUNICATION CHANNEL	TARGET
<p><b>01.01.2018.</b> – <b>30.06.2020.</b></p>	<p>Dissemination and communication activity plan, project website, mobile application, social media campaign, international media campaign, certificates of attendance for participants, number of outreaches</p>	<p>Newsletters, E-mail (including all partners), Website</p>	<p>More than 20 participants per lecture, raised awareness of the general public about the objectives and activities of the project and importance of sport dual carrier</p>
<p><b>01.01.2018.-</b> <b>30.06.2020.</b></p>	<p>Development and implementation digital communication, e.g. social networks, google AdWords campaigns, video produced by different athletes and other target audiences and published online, web site communication, online community building on Facebook page etc.</p>	<p>Official web site, Facebook, You Tube</p>	<p>To inform general public about news, progress of the project, meeting results and important dates</p>

	Promotion through social media, each partner will share at least 20 photos from local activities. Printing promotional materials (brochures, posters, rollups), including T-shirts and media broadcast.	Facebook, Instagram, YouTube, Twitter, Blogs	5 000 new likes, 1 000 shares and 500 new contacts. 10 000 printed brochures, 1 500 project posters, 20 rollups, 100 project t-shirts, 15 media broadcasts
<b>01.01.2018.</b> – <b>30.06.2020.</b>	Organization of workshops and the final conference	Media broadcast, press conferences	More than 150 people participate in events and workshops, 10 news articles, 3 media broadcasts on TV and radio, 6 press conferences, 6 press releases

**Table 2. : Kickoff meeting**

<b>Dates and venue</b>	24-26.01.2018, Sassari, Italy, Mine Vaganti Offices
<b>Description of the meeting (including the need for the meeting)</b>	Kickoff Project Management Team meeting
<b>Justify the need for the given number of participants and specify the role of each of them</b>	The entire project management team needs to be present for the kickoff meeting in order to present the partner profiles, distribute responsibilities, present the work plan, and define the communication and dissemination strategy. Each participating partner organization will provide two project management participants who will ensure continuity and streamline communication. The Project Coordinator will also supply 2 participants to the Project Management team, one of them being the Project Officer.
<b>Communication channel</b>	Partners have to agree to use different communications channels such as Newsletters, E-mail (including all partners), Website, Facebook page, Instagram, twitter, Linked In, Youtube, brochures, roll ups, promo materials, TV, radio and newspapers.
<b>Target</b>	To reach more than 20 participants per module, and to raise awareness of the general public about the objectives and activities of the project and importance of sport dual carrier.  6 news articles, 3 media broadcasts on TV and radio.

**Table 3: Module 2: Financial management in sports, module 3: Sport event management, module 4: Sport marketing**

<b>Dates and venue</b>	22-24.03.2018, Rijeka, Croatia, PAR premises
<b>Description of the meeting (including the need for the meeting)</b>	Workshop 1, Train the trainer (M2, M3, M4)
<b>Justify the need for the given number of participants and specify the role of each of them</b>	<p>This first T2T meeting will introduce the workshop participants (trainers) to the curriculum that has been designed and developed and focus on the first three modules, especially with regards to harmonizing the methodology (delivery methods, learning outcomes, etc.) in order to provide a standardized content on the VLE platform that will be consumed by student athletes from different countries. Two local experts will facilitate the exchange and contribute to the overall module design.</p> <p>It is imperative to bring all the trainers in the same room and enable them to develop a common methodology with a balanced theoretical and practical approach, to which all the trainers will adhere.</p>
<b>Communication channels</b>	To reach more participant we will use newsletters, social media, e – mail including all partners, brochures, roll ups.
<b>Target</b>	To inform current participants about modules and lectures and trainings on which they will take part, and learn how to deal with labour market after the end of their sports career.

**Table 4: Module 1: Project management in sport, Module 5: Communication and presentation skills, Module 6: Digital skills in sports**

<b>Dates and venue</b>	12-14.09.2018, Graz, Austria, FHJ premises
<b>Description of the meeting (including the need for the meeting)</b>	Workshop 2, Train the trainer (M1, M5, M6)
<b>Justify the need for the given number of participants and specify the role of each of them</b>	<p>This first T2T meeting will introduce the workshop participants (trainers) to the curriculum that has been designed and developed and focus on the first three modules, especially with regards to harmonizing the methodology (delivery methods, learning outcomes, etc.) in order to provide a standardized content on the VLE platform that will be consumed by student athletes from different countries. Two local experts will facilitate the exchange and contribute to the overall module design.</p> <p>It is imperative to bring all the trainers in the same room and enable them to develop a common methodology with a balanced theoretical and practical approach, to which all the trainers will adhere.</p>
<b>Communication channel</b>	For this module partners will share you tube videos about previous workshops to remind all participants what they have learned on the previous modules and workshops.
<b>Targret</b>	To inform general public about news, progress of the project, meeting results and important dates

**Table 5: Module 1: Project management in sports**

<b>Dates and venue</b>	7-9.11.2018, Ajdovščina, Slovenia, ZŠA Offices
<b>Description of the meeting (including the need for the meeting)</b>	Module 1 Training + Project Management Team Midterm meeting
<b>Justify the need for the given number of participants and specify the role of each of them</b>	<p>The hosting project management team will serve as the organizer of the local event. It will be their responsibility to identify, invite and gather the targeted athletes. The athletes, on the other hand, have been selected as the final recipients of the developed module. However, they will only listen in a traditional classroom setting only one module, while the other 5 they will be required to complete online, in a virtual learning environment, thus ensuring a smooth transition from a conventional to a state-of-the-art educational delivery model. The presence of the trainers who will listen to Module 1 is necessary in order to enable them to experience firsthand the transfer of knowledge, skills and competences, as well as identify the potential difficulties encountered by the athletes in the process of subject matter comprehension. The justification is twofold – first, their presence will help harmonize the delivery methods among all of the trainers of all the modules and later on in the VLE, and second, they will be able to eliminate any impending obstacles for the next module, therefore warranting continuous innovation through trial-and-error iterations. The presence of the project team participants, on the other hand, is warranted so as to be able to hold the first midterm meeting and evaluate the project progress so far.</p>
<b>Communication channels</b>	Because this is traditional concept of learning in classrooms for communication channels all partners will use official website, brochures, flyers, roll ups.
<b>Target</b>	To inform about 150 athletes about lectures and to share important information how to apply for the online test.

**Table 6: Module 2: Financial management in sports**

<b>Dates and venue</b>	13-15.02.2019, Sassari, Italy, Mine Vaganti Offices
<b>Description of the meeting (including the need for the meeting)</b>	Module 2 Training
<b>Justify the need for the given number of participants and specify the role of each of them</b>	<p>The hosting project management team will serve as the organizer of the local event. It will be their responsibility to identify, invite and gather the targeted athletes. The athletes, on the other hand, have been selected as the final recipients of the developed module. However, they will only listen in a traditional classroom setting only one module, while the other 5 they will be required to complete online, in a virtual learning environment, thus ensuring a smooth transition from a conventional to a state-of-the-art educational delivery model.</p> <p>The presence of the trainers who will listen to Module 2 is necessary in order to enable them to experience firsthand the transfer of knowledge, skills and competences, as well as identify the potential difficulties encountered by the athletes in the process of subject matter comprehension. The justification is twofold – first, their presence will help harmonize the delivery methods among all of the trainers of all the modules and later on in the VLE, and second, they will be able to eliminate any impending obstacles for the next module, therefore warranting continuous innovation through trial-and-error iterations.</p>
<b>Communication channels</b>	Promo materials such as pens, notebooks, t-shirts. Results of the training will be published on official web site, social media and Youtube channel
<b>Traget</b>	5 000 new likes, 1 000 shares and 500 new contacts on social media. 10 000 printed brochures, 1 500 project posters, 20 rollups, 100 project t-shirts, pens, notebooks.

**Table 7: Module 3: Sport event management**

<b>Dates and venue</b>	15-17.05.2019, Sofia, Bulgaria, BSDA Offices
<b>Description of the meeting (including the need for the meeting)</b>	Module 3 Training + Project Management Team Midterm meeting
<b>Justify the need for the given number of participants and specify the role of each of them</b>	The hosting project management team will serve as the organizer of the local event. It will be their responsibility to identify, invite and gather the targeted athletes. The athletes, on the other hand, have been selected as the final recipients of the developed module. However, they will only listen in a traditional classroom setting only one module, while the other 5 they will be required to complete online, in a virtual learning environment, thus ensuring a smooth transition from a conventional to a state-of-the-art educational delivery model.
<b>Justify the need for the given number of participants and specify the role of each of them</b>	The presence of the trainers who will listen to Module 3 is necessary in order to enable them to experience firsthand the transfer of knowledge, skills and competences, as well as identify the potential difficulties encountered by the athletes in the process of subject matter comprehension. The justification is twofold – first, their presence will help harmonize the delivery methods among all of the trainers of all the modules and later on in the VLE, and second, they will be able to eliminate any impending obstacles for the next module, therefore warranting continuous innovation through trial-and-error iterations. The presence of the project team participants is indispensable so as to be able to hold the second midterm meeting and evaluate the project progress so far.
<b>Communication channels</b>	To share with general public the progress of project, and to teach all the participants about event management through interesting workshops, by using promotions tool such as social media networks, press conferences, official website, sponsors.
<b>Target</b>	6 press conferences, 6 press releases, in each partner country.

**Table 8: Module 4: Sport marketing**

<b>Dates and venue</b>	23-25.09.2019, Rijeka, Croatia, PAR Premises
<b>Description of the meeting (including the need for the meeting)</b>	Module 4 Training
<b>Justify the need for the given number of participants and specify the role of each of them</b>	<p>The hosting project management team will serve as the organizer of the local event. It will be their responsibility to identify, invite and gather the targeted athletes. The athletes, on the other hand, have been selected as the final recipients of the developed module. However, they will only listen in a traditional classroom setting only one module, while the other 5 they will be required to complete online, in a virtual learning environment, thus ensuring a smooth transition from a conventional to a state-of-the-art educational delivery model. The presence of the local trainers will be needed for the transfer of knowledge.</p> <p>The presence of the trainers who will listen to Module 4 is necessary in order to enable them to experience firsthand the transfer of knowledge, skills and competences, as well as identify the potential difficulties encountered by the athletes in the process of subject matter comprehension. The justification is twofold – first, their presence will help harmonize the delivery methods among all of the trainers of all the modules and later on in the VLE, and second, they will be able to eliminate any impending obstacles for the next module, therefore warranting continuous innovation through trial-and-error iterations.</p>
<b>Communication channels</b>	The information will be communicate through official website, which will contain the link for the online test, the results of the best athletes will be shared through social media.
<b>Target</b>	To raise awareness about dual career among all athletes.

**Table 9: Module 5: Communication and presentation skills, Module 6: Digital skills in sports**

<b>Dates and venue</b>	9-11.12.2019, Graz, Austria, FHJ Premises
<b>Description of the meeting</b>	Modules 5 + 6 Training + Project Management Team Midterm meeting
<b>Justify the need for the given number of participants and specify the role of each of them</b>	<p>The hosting project management team will serve as the organizer of the local event. It will be their responsibility to identify, invite and gather the targeted athletes. The athletes, on the other hand, have been selected as the final recipients of the developed module. However, they will only listen in a traditional classroom setting only one module, while the other 5 they will be required to complete online, in a virtual learning environment, thus ensuring a smooth transition from a conventional to a state-of-the-art educational delivery model. The presence of the local trainers will be needed for the transfer of knowledge. The presence of the trainers who will listen to Module 5 and 6 is necessary in order to enable them to experience firsthand the transfer of knowledge, skills and competences, as well as identify the potential difficulties encountered by the athletes in the process of subject matter comprehension. The justification is twofold – first, their presence will help harmonize the delivery methods among all of the trainers of all the modules and later on in the VLE, and second, they will be able to eliminate any impending obstacles for the next module, therefore warranting continuous innovation through trial-and-error iterations. Due to the smaller load of these modules, it has been envisioned that the two of them can be presented during the same event.</p>
<b>Communication channels</b>	The information will be communicated through official website, which will contain the link for the online modules. Partners will make a video with athletes about dual career, their progress and awareness of importance of self-promotion.
<b>Target</b>	150 new subscribers on YouTube channel, 150 liked on videos, 150 new followers on social media.

**Table 10: Final conference**

<b>Dates and venue</b>	18-20.03.2020, Rijeka, Croatia, Congress Center
<b>Description of the meeting (including the need for the meeting)</b>	Final Conference + Final Project Team Management Meeting
<b>Justify the need for the given number of participants and specify the role of each of them</b>	<p>The hosting project management team will serve as the organizer of the final conference. It will be their responsibility to identify, invite and gather the targeted athletes as well as invite representatives from the local and central government as well as other relevant stakeholders in the field of sports. The athletes, as well as the other guests will get a chance to hear the Guidelines from the Manual on Dual Career Development. The presence of the local trainers will be needed for the transfer of knowledge.</p> <p>The presence of the project team participants is essential for the final project management meeting as well as the crowning multiplier event in the form of an international conference where the Guidelines from the Manual on Dual Career Development will be promoted. A strong international presence will ensure a wider reach and a stronger impact outside of the scope of the PASSPORT project.</p>
<b>Communication channel</b>	TV, Radio, Press conference, newspapers, social media, official website.
<b>Target</b>	More than 150 people participate in events and workshops, 10 news articles, 3 media broadcasts on TV and radio, 6 press conferences, 6 press releases