

Workshop – Europass Communications “Spotlight on multipliers”

NECs Meeting in Bratislava
29-30 September 2022

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Icebreaker

*What were the **highlights** in your communication and promotion activities at the occasion of the **two years of Europass**?*



Celebrating



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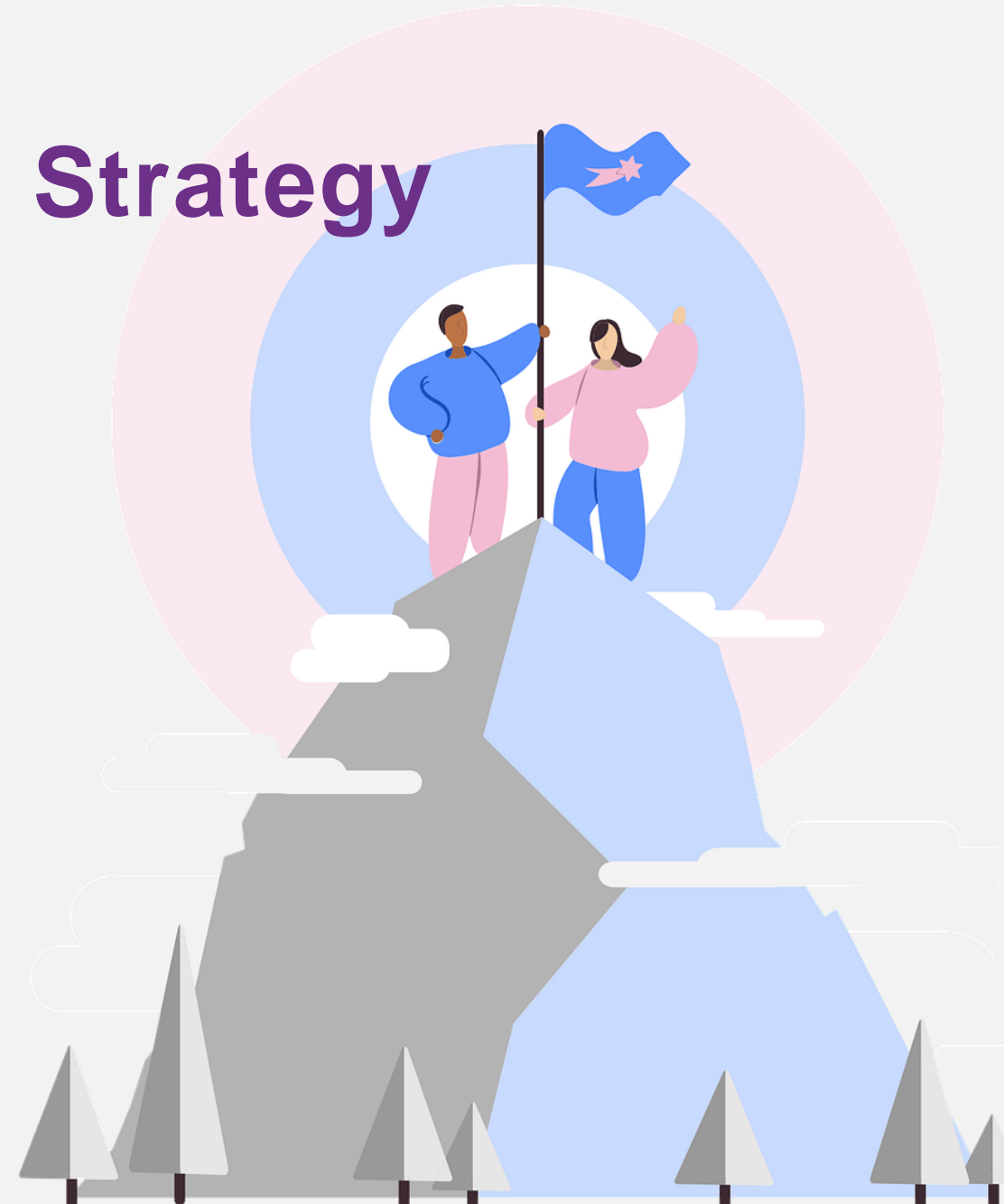


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Updated Communication Strategy Objectives

- Reaching multiplier audience segments
- Being prepared for the trending hybrid approach to communication
- Increase in use of other Europass tools (apart from the Europass profile/CV)

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Exercise 1:

“Which multipliers do you collaborate with to reach your target audiences?”

Mapping Europass multipliers:

- that you are already working with?
- that you plan to work with?
- that you do not plan to work with and why?



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Exercise 2: Europass Multipliers

- **3 Tables: each Group will discuss the 3 questions (i.e. 3 discussion rounds):**
 - ✓ Question 1: How do you use events to reach out to multipliers in the post-pandemic context? Which other media/ channels do you use?
 - ✓ Question 2: Where do you see the mutual benefits for multipliers? How do you communicate these benefits and reach out to multipliers?
 - ✓ Question 3: What impact do you see when working with multipliers and how do you measure it (please differentiate between target groups)?
- **3 Rapporteurs (1 rapporteur per question), they stay at the same table**
- **3 discussion rounds (each round: 15 min.)**
- **Groups move from table to table**
- **Rapporteur gives short summary to update new group on what has been discussed in previous discussion round(s) - max. 3 min.**
- **Plenary debriefing: Rapporteurs report on discussion outcomes/challenges + solutions/good practices related to their question (max. 5 min/question)**

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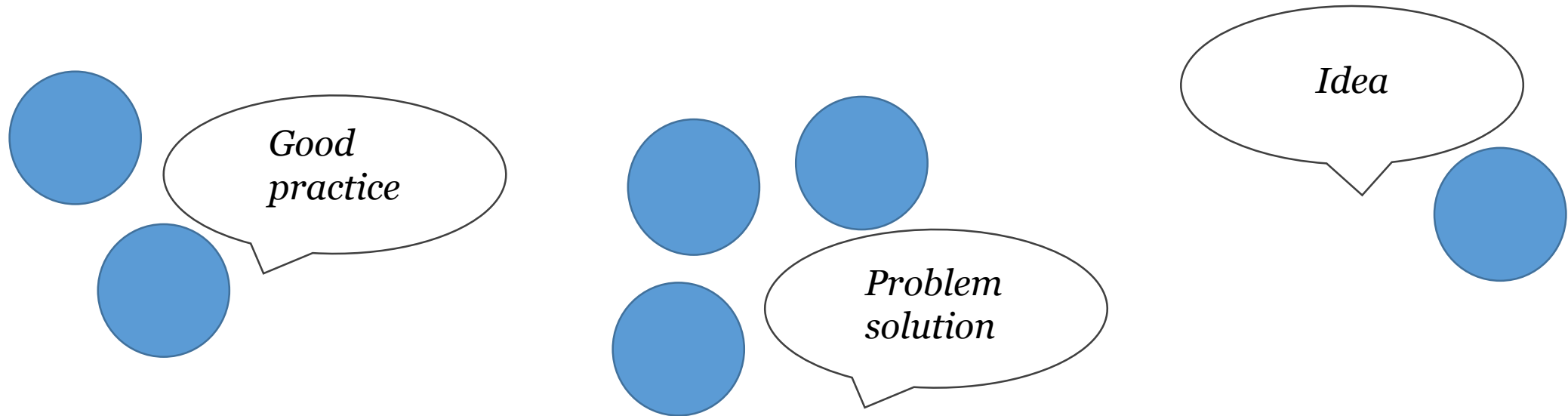




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Exercise 3: Gallery walk

“Which ideas will receive your points?”



Thank You!