

NEW HORIZONS

DISSEMINATION PLAN

Draft document for consideration of partners

Kick-off Partner Meeting, Berlin, January 2024

OBJECTIVES

1. Enhance awareness of project goals.
2. Showcase success stories.
3. Engage with stakeholders.

FIRST STEPS

1. Appoint team member in each partner organisation to look after dissemination
2. Establish list of media and stakeholder contacts
3. Ensure that all dissemination adheres to project branding guidelines

TARGET AUDIENCE

1. Immigrants, Youth.
2. Social Entrepreneurs.
3. Local Communities, Policy Makers.

NEW MEDIA STRATEGY

1. Utilise each partner's Social Media reach.
2. Look for opportunities to make in-person events accessible online.
3. Be mindful of and encourage potential influencer support.
4. Ensure that appropriate EU platforms are utilised

TRADITIONAL MEDIA STRATEGY

1. Identify media contacts and, as appropriate, issue Press Releases.
2. Look for opportunities to engage with Community Radio or Community Television.
3. Be mindful to make use of Networking Events to help disseminate.

MONITORING AND EVALUATION

1. Track media engagement and document
2. Gather feedback – such as comments on posts etc.
3. Adjust strategies as needed.

Go raibh maith agat

Thank you