

| WHY? Purpose of communication | TO WHOM? Recipient of communication | WHAT? Content of communication | HOW? Media of communication | WHEN? Timing and frequency of communication | BY WHOM? Responsibility of communication |
|---|---|---|--|--|--|
| Dissemination & Valorisation Advise interested parties about project | <ul style="list-style-type: none"> Colleges Other stakeholders Senior staff (internal) Policy makers Practitioners Lifelong Learning Networks | Ongoing information, milestones, outcomes Project objectives | EUproVET / EVE AOC Comms AOC Networks MBO Raad Networks EU Skills Network Through National Agencies (UK/NL) E-shots Project website third Party Website Newsletter(s) Linked in | Throughout Project Lifetime (March 2011-February 2012), and beyond the end of project. | Project Manager Board members |
| Agenda for Project Board | Project Board members | Agenda and papers at least 10 days in advance (7 working days) | Papers by email opportunity for members to teleKIT if not available | April 2011 and January 2012 | Project Manager |
| Launches | <ul style="list-style-type: none"> Principals MPs Senior policy makers | Invitation Briefing re project Policy paper | Personal letter (invitation) | March 2011 | Project Manager/signed by Champions x 2 Board members |

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| Post launch 'report' | <ul style="list-style-type: none"> Partners Stakeholders Principals International Managers/ Directors Business Development Managers Directors Communications managers Practitioners Lifelong Learning Networks | Report PLUS Invitation to seminars (Target audience theme dependent) | <ul style="list-style-type: none"> Email E-shots Websites Networks National agencies | End of May | Project Manager |
| Seminar 1. | <ul style="list-style-type: none"> Partners Stakeholders Principals International Managers/ Directors Business | Invitation Brief synopsis Programme Expected outcomes | <ul style="list-style-type: none"> Email E-shots Websites Networks National agencies | April 2011 Post-launch Mid-June | Project Manager (each country) |

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| | <ul style="list-style-type: none"> Development Managers Directors Communications managers Practitioners Lifelong Learning Networks | | | | |
| Seminar 2. | <ul style="list-style-type: none"> Partners Stakeholders Principals International Managers/ Directors Business Development Managers Directors Communications managers Practitioners Lifelong Learning Networks | Invitation Brief synopsis Programme Expected outcomes Possible link to World Skills | <ul style="list-style-type: none"> Email E-shots Websites Networks National agencies | April 2011 Post-launch Mid-June Early September | Project Manager (each country) |
| Final Seminar | <ul style="list-style-type: none"> Partners | Invitation | <ul style="list-style-type: none"> Email | April 2011 | Project Manager (each |

| | <ul style="list-style-type: none"> Stakeholders Principals International Managers/ Directors Business Development Managers Directors Communications managers Practitioners Lifelong Learning Networks | <p>Brief synopsis Programme Expected outcomes</p> | <ul style="list-style-type: none"> E-shots Websites Networks National agencies AOC conference | <p>Post-launch Mid-June Early September Late October</p> | country) |
|----------------------------------|--|---|--|--|---|
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| Planned projects | <ul style="list-style-type: none"> Colleges Other stakeholders Senior staff (internal) Policy makers Practitioners Lifelong Learning Networks | Proposed programme | EUpVET Through national agencies (UK/NL) EVE | January 2012 | Project Manager Board members |
| Plenary session | <ul style="list-style-type: none"> Colleges Other | Proposed programme and online event | Past NANSSI seminar delegates | Early December 2011 Early January 2012 | AoC Project manger and |



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|--|--|---------------|---------------|--|---------------|
| | stakeholders <ul style="list-style-type: none"> • Senior staff (internal) • Policy makers • Practitioners | participation | Board members | | admin support |
|--|--|---------------|---------------|--|---------------|

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