

Meeting scenario (draft)

*Let's think strategically!
We create a draft of communication strategy*

Purpose of the task: presentation of tools for further work, exchange of experiences and ideas, an attempt to define the direction of further work

Methods: presentation, brainstorming, teamwork, discussion, voting, project card, jamboard

Explanation:

We have to work in a very diverse team. Everyone will have a different experience with communication, students and students' social engagement. The specificity of each country causes diversity in students' behaviours and their habits. That's the reason why creating a universal persona can be difficult.

I think that the purpose of the task should be universal, for example, presentation of the method, that could be developed and implemented in the next activities of the participants. So we shouldn't give them ready-made solutions but tools and tips that they will later use to adapt them to the realities of their university.

Creating sketches can be training in strategic thinking about communication. It is also worth taking advantage of the situation in which the participants include both: university employees and students. It can result in new thinking about communication as well as with conclusions that are not that easy to come up with when we only use our typical communication channels (typical for our group).

Thanks to this, we can become ambassadors of student engagement among various audiences.

| Time | Description | Toll |
|------------|--|---|
| 5 minutes | Introduction of the trainer | Speech |
| 10 minutes | Explanation of the task What and why we will do | Speech and presentation |
| 15 minutes | Communication strategy - what is it? A few words about communication strategy | Speech and presentation |
| 30 minutes | We create a communication strategy The participants will be divided into groups (depending on the number of participants). Each group will receive a template - filling it out will create a sketch of the communication strategy. The card will contain the main questions that are the basis for creating the strategy: <i>Why? For whom? What? How? Who?</i> And support questions and tasks. In the shorter version we will focus on questions: <i>For whom? What? How? Who?</i> | Brainstorming and teamwork with the project card (template of communication strategy created in Jamboard) |

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| | Important: We can't assume specific solutions, but directions, possibilities, paths, types of tools. If there are specific solutions - great. | |
| 20 minutes | <p>We share our ideas</p> <p>It's time to present the effects of teamwork. Each team will present a communication strategy template. It will be time to ask questions and discuss it.</p> | Presentation and discussion |
| 10 minutes (Optional if there is time, because they will not introduce themselves) | <p>Dot voting - what we like</p> <p>It's time to think about which ideas and solutions we like best. Each participant is given a certain number of dots (points) to mark the elements that seem best. Thanks to this, we will see which elements of the strategy are the most universal/interesting and it would be worth considering introducing them at universities.</p> | Dot voting (Jamboard) |