CHINLONE Communication Strategy

Second CHINLONE Meeting & Conference

Naypyidaw, 3 – 5 September 2018

Our goals and purposes

- Communication and promotion stand out as a key part of the CHINLONE project, as exemplified by WP5;

- The key concept is DISSEMINATION, so as to The overreaching goal of this WP is to maximize the spread and diffusion of the project's results within and beyond Myanmar, both during the project's lifetime and also after its formal conclusion;

- These goals require a multidimensional communication strategy, which will be carried out in cooperation with CHINLONE's local partners and Myanmar's national institutions;

Project's website and social networks' profiles

- CHINLONE's website (https://site.unibo.it/chinlone/it)is a major component of this strategy;

- It represents a key platform to provide timely updates on the project's advancement;

- Social networks are also very important to disseminate the project's results, especially among students;

- Accordingly, CHINLONE has already established its **Facebook** and **Instragram** feeds, which will be soon coupled by a **Twitter** page. These platforms will be continuously updated both in English and Burmese;

Brochures and promotional materials

- In addition, CHINLONE's communication strategy also contemplates a series of more traditional tools, such as brochures and promotional materials.

- These instruments can be very helpful in the development of new and innovative marketing strategy by Myanmarese HEIs;

- Similar documents will be carefully distributed within Myanmar's universities, so to better disseminate the project's achievements and milestones well beyond the Chinlone consortium;

EU's visual identity

- As prescribed by the EU's policy on visual identity, all the activities materials, and promotion efforts pertaining to CHINLONE will be required to display the EU flag and to acknowledge the support received under the relevant EU programs;

- In this case, the CHINLONE project benefits from the ERASMUS+ program, and it will be emphasized through the use of the following logo:

Co-funded by the Erasmus+ Programme of the European Union

Thank you for your attention

<u>Contacts</u>

Dr. Andrea Passeri

CHINLONE Coordination Team
E-Mail address: andrea.passeri2@unibo.it