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change partnership multicultural education  
ULT EDUCATION ART OUTCOME COOPERATION IN ENTREPRENEURSHIP  
ERNATIONAL COOPERATION UNDERSTANDING VOLUNTEER MOBILITY PHOTO  
multicultural project media  
EUROPEAN INTERGENERATIONAL INTERACTION IDEAS



**SPREAD THE WORD**

**HANDOUTS**

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**Erasmus+**



**JUGEND- &  
KULTURPROJEKT EV.**

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## 1. Introduction

Every year, millions of projects are implemented all over the world by different types of organizations. The same is true for many European projects.

One of the challenges the organizations face is that projects' results are not spread to the world and, therefore, they don't have any impact, or they have limited impact.

This challenge becomes bigger because we live in a world where big changes happens every day especially in the field of communication, where the 4<sup>th</sup> Industrial Revolution changed the game of how we communicate, how we exchange our thoughts and our projects' results and of how we provide real value to the community. Internet of Things, Big Data, Mobile, Cloud, Social Networks constitute the new reality in disseminating our work and our messages and in exploiting the outcomes of our projects.

A well-established knowledge in the fields of communication, information technology, marketing and of course branding is a must. Creativity is also a must, as new ideas are needed resulting in innovative activities that support our efforts towards spread our word at the appropriate target groups.

Within this framework, all of us should become lifelong learners, as new concepts and tools emerge every day in the field of communication, should learn how to integrate and of course how be open to experimentation and risks, if we want to make a positive impact on the lives of others.

## 2. Definitions of Terms

With the new challenges to communication, as stated above, comes also a challenge concerning the terms associated with this discipline. Unfortunately, not everyone means the same thing when they use the same term or phrase, when referring to the thematic area of communication, dissemination and exploitation of projects' results. So, it is worth clarifying terms in order to understand each other and develop communication projects successfully.

### 2.1. Project Communication Strategy

A **communication strategy** is a well-planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches.

Another way of defining **communication strategy** is that it is a holistic planning approach to engaging a project's, brand's, organization's audience to ensure greater effectiveness.

In order a communication strategy to be successful, the first thing which must be done is to set its objectives, that should be in line with organization's and of project objectives. Additionally, a communication strategy should be:

- Consistent with the field findings and the project's framework
- Feasible, based on the resources available and the timeframe
- Effective, which means that it makes the best use of the available resources in order to achieve the set objectives.

According to the European Commission **communication**, within the framework of European projects, is about taking strategic and targeted measures for promoting the action itself and its

results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange.

So, communication is a broader concept. It includes information and promotion activities to raise awareness and enhance the visibility of the project's itself.

A very short but to the point definition of communication strategy is:

***Communication strategy is the scheme of planning how to share information.***

And don't forget!

***Communication is how the information is shared and distributed.***

The above mentioned could be said to concern the **"external communication of a project."**

But, communication has another face. The one which enables an effective and efficient insight of project team members to each project phase activities, results, outcomes and dissemination during project implementation. And this kind of communication is called **"internal communication."**

**Project internal communication** includes the processes that are required to ensure timely and appropriate planning, collection, creation, distribution, storage, retrieval, management, control, monitoring and the ultimate disposition of project information.

Project managers spend most of their time communicating with team members and other project stakeholders, whether they are internal (at all organizational levels) or external to the organization. Effective communication creates a bridge between diverse stakeholders who may have different cultural and organizational backgrounds, different levels of expertise, and different perspectives and interests, which impact or have an influence upon the project execution or outcome.

### **Types of communication**

Communication strategy is classified as:

- Visual: web pages and pictorial interpretations
- Verbal: it's further divided into two categories which are written (emails, chat, etc.) and oral (face to face meetings)
- Non verbal: it's visual in nature. It can be facial expression, body language or voice tone. Sometimes this strategy may not be accounted, but still it is added, because without non verbal strategy the communicator can't draw the attention of his audience.

Organizing these three types together will ensure success.

## **2.2. Dissemination**

According to the European Commission, dissemination concerns the public disclosure of the project's results by any appropriate means. It is a planned process of providing information on the results of programmes and initiatives to key actors and it occurs as and when the result of programmes and initiatives become available.

In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation

carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

Dissemination could be seen at three different levels:

- **Dissemination for Awareness:** it can be assumed that, at the very least, you wish people to be aware of the work of your project. This may be useful for those target audiences that do not require a detailed knowledge of your work but it is helpful for them to be aware of your activities and outcomes. Creating such an awareness of your project's work will help the "word of mouth" type dissemination and help you build an identity and profile within your community.
- **Dissemination for Understanding:** there will be a number of groups/audiences that you will need to target directly with your dissemination. This will be because you believe that they can benefit from what your project has to offer. It will be important, therefore, that these groups/audiences have a deeper understanding of your project's work.
- **Dissemination for Action:** "Action" refers to a change of practice resulting from the adoption of products, materials or approaches offered by your project. These groups/audiences will be those people that are in a position to "influence" and "bring about change" within their organisations. These are the groups/audiences that will need to be equipped with the right skills, knowledge and understanding of your work in order to achieve real change.

Perhaps the term dissemination can be best described as the:

- "delivering and receiving of a message"
- "the engagement of an individual in a process"
- "the transfer of a process or product"

A project that undertakes all three levels of dissemination will most likely pass through each of the stages in turn. As firstly a project requires its potential audience to be **aware** of its aims and objectives, they will then become interested enough to wish a more detailed **understanding**. Involvement in both of these two stages will provide the basis for dissemination for **action**.

### **2.3. Project visibility**

**Visibility** is the condition, state, or fact of being visible. It's the capacity of being seen.

The term visibility has two meanings depending on which situation we use it.

#### **European Union's Projects**

As far European projects concern, visibility covers the whole spectrum of projects' "communication-dissemination-exploitation."

Basic visibility is a contractual obligation applying to all types of projects. Beneficiaries should always use the European emblem, the name of the European Union spelled out in full in all communication and promotional material and of course the logo of each particular programme/initiative.

#### **Business World**

Project visibility, in business world, simply refers to a means through which senior management can have a perspective on the projects that are being executed in the organization. Eg. which projects are in progress, pending or terminated, what is the current status of the projects, which projects should be continued or which are no longer in line with the company's strategy etc. Usually the health of projects can be checked through a dashboard available in most software where the project health is indicated in a color that corresponds to the condition of the project.

## **2.4. Exploitation**

The utilization of results in other activities other than those covered by the project, or in developing, creating and marketing a product or process (tangible or intangible deliverables), or in creating and providing a service, or in standardization activities.

**Exploitation**, as far as Erasmus + projects concern, is:

- a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems
- a planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives.

This means maximizing the potential of the funded activities, so that the results are used beyond the lifetime of the project. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.

## **2.5. Communication vs. Dissemination**

Many people use the two terms “communication” and “dissemination” in the same way. They think that both mean the same thing.

According to the European Commission, and in the framework of Horizon 2020 initiative, communication and dissemination are two different actions, as illustrated in the following table:

<b>Communication</b>	<b>Dissemination</b>
About the project and its results	About project's results
Multiple audiences (beyond the project's own community. Include the media and the public)	Audiences that may use the results in their own work.
Inform and reach out to society, show the benefits of the project	Enable use and uptake of results

## **2.6. Communication vs. Marketing**

Many organizations lump advertising, promotions, public relations and other communications tools together and erroneously call them marketing. Communications serve a marketing strategy, which is more planning than execution.

The American Marketing Association defines **marketing** as the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

**Marketing** is researching, analyzing, planning, executing and measuring all activities related to acquire “customers” for projects’ deliverables. Marketing is preparing people to “buy” and it includes communications.

**Communications** is how marketing ideas concerning delivering projects’ results are provided to the target groups. It uses persuasion through appropriate channels to targeted audiences.

## **2.7. Dissemination vs. Exploitation**

Dissemination and exploitation are distinct but closely related.

Their key differences are:

<b>Dissemination</b>	<b>Exploitation</b>
Describing and making available results so that they can be used.	Making use of results, for scientific, societal or economic purposes
Audiences that may make use of results	Groups and entities that are making concrete use of results

## **2.8. Brand, Branding, Brand Identity and Marketing**

A **Brand** is that thing which triggers the emotion and the mind of a person. It’s related to the organization’s identity, in the sense of who we are, who we want to be, how we want others see us and why should they care. It’s the perception, the impression that people have for a company and of course for its products/services. It is correlated with the promise given by an organization through its products/services to the existing or potential customers/co-operators. It is derived by organization’s values, from organization’s “Why”.

**Brand identity** is tangible and appeals to the senses. You can see it, touch it, hold it, hear it, watch it move. Brand identity fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible. Brand identity takes disparate elements and unifies them into whole systems.

**Branding** is a disciplined process used to build awareness and extend customer loyalty. Branding is about seizing every opportunity to express why people should choose one brand over another.

**Branding** is referred to the organization’s strategy, while **marketing** is referred to the strategy and tactics which should be followed in order the brand strategy to be implemented. Branding leads and marketing follows. Branding is the umbrella. Marketing is what makes people buy, while branding is this “thing” that makes people connect with a product/service that makes people remember a product/service, that makes people trust an organization, that makes people fans of an organization.

## **3. Design Thinking**

Roger Martin, Dean, Rotman School of Management once said: *“Entrepreneurs don’t have to understand designers. They have to become designers themselves”.*

The world of business has never been more volatile or unpredictable. Sources of competition and disruption can appear anywhere—not just disruption in products, services, and technology, but also in channels to market, policy, talent, brands, and supply chains.

In order to survive in today's complex world, organizations need to generate, embrace, and execute on new ideas. They need to change their mindset and start thinking differently. They must embrace the Design Thinking mindset. That takes creativity and a creatively capable workforce. It's the secret sauce, or in evolutionary terms, it's what keeps you fit. Organizations without it can't compete. Thinking like a designer can transform the way you develop products, services, processes—and even strategy.

In the past couple of years, the term *design* has been thrown around quite a bit in various business contexts. We've heard of user design, experience design, social design, integrated design, service design, and place-based design, in addition to the term with which we are most familiar: graphic design.

Although design was once the sole domain of graphic designers—those professionals with the artistic skill to create logos, advertisements, signage, and printed materials of all sorts—you can now find a plethora of professionals in other industries describing themselves as designers. Depending on how they approach their work, the term **designer** might be quite applicable, and here is why:

***Design** in its current use in business vernacular describes a data driven, purposeful intent behind an action, and that intent occurs to affect a specific, measurable business outcome.*

If you approach your business with this kind of intent, regardless of its industry, size, age, niche within the marketplace, or geographic location (or lack thereof for online-only enterprises), then you, too, are a designer.

### **3.1. What is Design Thinking**

**Design Thinking** is a methodology that imbues the full spectrum of innovation activities with a human-centered design ethos.

In other words **Design Thinking** is about believing we can make a difference, and having an intentional process in order to get to new, relevant solutions that create positive impact. It gives you faith in your creative abilities and a process for transforming difficult challenges into opportunities for design.

**Design thinking** is an exploratory approach to problem solving that includes and balances both analytical and creative thought processes.

Design Thinking is valuable because:

- It **encourages intrinsic motivation**. Effective design starts by considering why a problem is important to solve, providing a definitive sense of purpose for the project.
- It **combines multiple learning styles**. The design process is highly visual and tactile because it relies heavily on prototypes. It also cultivates effective oral and written communication because collaborators must constantly share their ideas.
- It **encourages self-assessment**. Designers assess themselves by tracking the extent to which their designs solved the initial problem, then adapt their approach accordingly.



Design Thinking can be implemented in the following business cases:

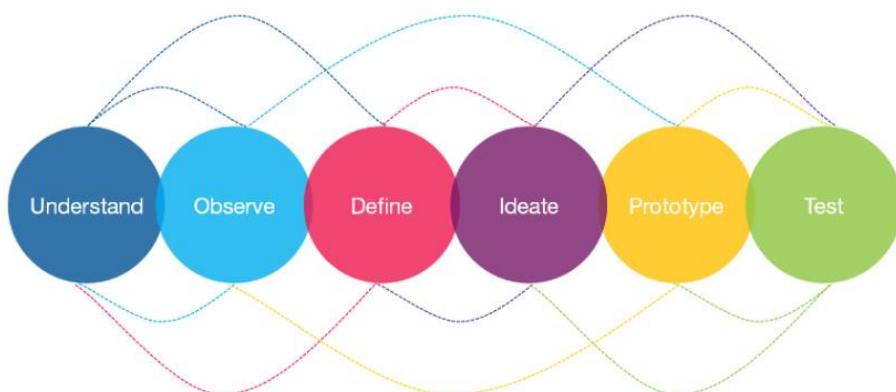
- **Designing a Project**
- **Designing a Brand Strategy**
- **Designing a Business Strategy**
- **Designing a Value Proposition**
- **Designing a Business Model**
- **Designing a Website**
- **Designing Live Customer Experiences**
- **Designing Digital Customer Experiences**
- **Designing Services and Service Delivery**
- **Designing Marketing**
- **Designing for Change**
- **Designing for Growth**

**Design Thinking is: human-centered, collaborative, optimistic, and experimental!**

### **3.2. Design Thinking Process**

The design process is best described metaphorically as a system of spaces rather than a predefined series of orderly steps. The spaces demarcate different sorts of related activities that together form the continuum of innovation. Design thinking can feel chaotic to those experiencing it for the first time. But over the life of a project participants come to see that the process makes sense and achieves results, even though its architecture differs from the linear, milestone-based processes typical of other kinds of business activities.

A high level model which corresponds to the main spaces-stages of the design thinking process is the:

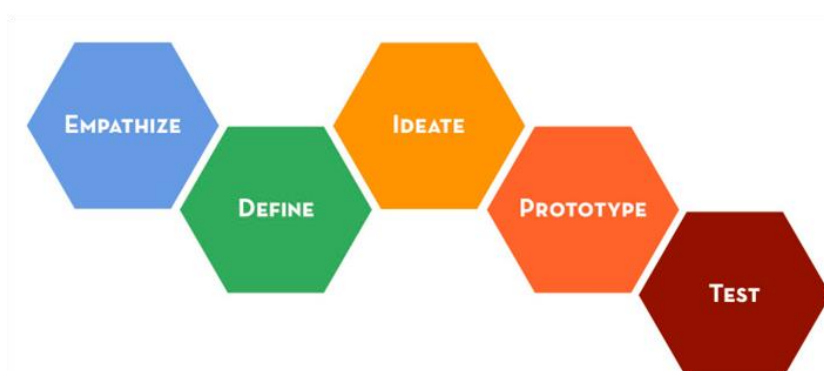


But, there are many models developed by scientists and entrepreneurs which are used in order to implement design thinking. The most commonly used is:

### 3.2.1. D.SCHOOL

**d.school, Institute of Design at Stanford**, a hub for innovators from various disciplines, developed the following design thinking process:

1. **Empathize:** empathy is the foundation of a human-centered design process. To empathize, we:
  - Observe. View users and their behavior in the context of their lives.
  - Engage. Interact with and interview users through both scheduled and short ‘intercept’ encounters.
  - Immerse. Experience what your user experiences.
2. **Define:** the define mode is when we unpack and synthesize our empathy findings into compelling needs and insights, and scope a specific and meaningful challenge. Two goals of the define mode are to develop a deep understanding of our users and the design space and, based on that understanding, to come up with an actionable problem statement: **our point of view**. More than simply defining the problem to work on, our point of view is our unique design vision that we crafted based on our discoveries during our empathy work. Understanding the meaningful challenge to address and the insights that we can leverage in our design work is fundamental to creating a successful solution.
3. **Ideate:** is the mode during our design process in which we focus on idea generation. Mentally it represents a process of “going wide” in terms of concepts and outcomes. The goal of ideation is to explore a wide solution space – both a large quantity of ideas and a diversity among those ideas. From this vast depository of ideas we can build prototypes to test with users.
4. **Prototyping:** is getting ideas and explorations out of our head and into the physical world. A prototype can be **anything** that takes a physical form – be it a wall of post-it notes, a role-playing activity, a space, an object, an interface, or even a storyboard. In early explorations we keep our prototypes rough and rapid to allow ourselves to learn quickly and investigate a lot of different possibilities. Prototypes are most successful when people (the design team, the user, and others) can experience and interact with them. What we learn from those interactions can help drive deeper empathy, as well as shape successful solutions.
5. **Testing:** is the chance to refine our solutions and make them better. The test mode is another iterative mode in which we place our low-resolution artifacts in the appropriate context of the user’s life. Prototype as if we know we’re right, but test as if we know we’re wrong.



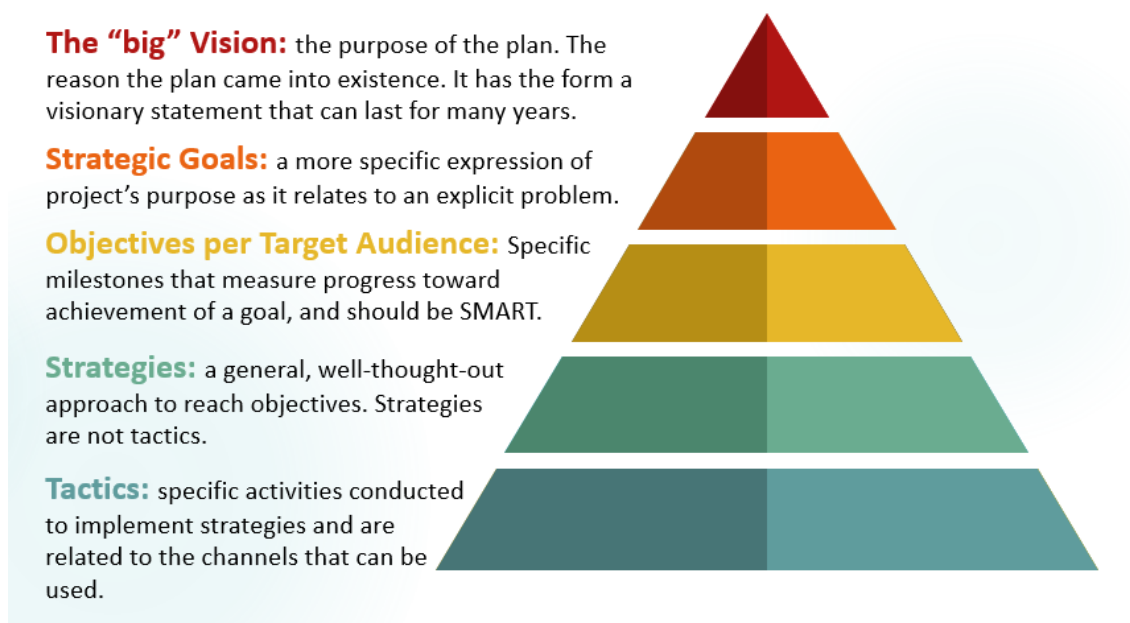
## 4. Developing a Winning Communication and Dissemination Plan

Projects' should have an impact and provide value to their target groups, by meeting the expectations of their stakeholder so as to be successful. So as the investment to be worthwhile.

So, a communication and dissemination plan, which includes actions for promoting our project and its results to specific target groups, should be consisted of the following parts:

1. Introduction
2. Brief Description of the Project
3. Strategic Approach of Communication/Dissemination Plan
  - 3.1. Purpose of the plan-The "Big" Vision
  - 3.1. Strategic Goals of the plan
  - 3.1. The Target Audience(s)
  - 3.1. Communication/Dissemination Objectives per Target Audience
  - 3.1. Strategies for reaching Objectives
  - 3.1. The Key Message per Target Audience and what is to be disseminated/communicated
4. The Tactics
  - 4.1. Communication Channels and Promotional Activities per Target Audience
5. The Timeline Planning
6. Allocating Human Resources per dissemination/communication action
7. The Budget
8. Evaluation and Criteria for Success

In order to understand the different parts of the plan take a look to the following infographic:



## **Strategies**

Strategies, as stated in the above infographic, are general, well-thought-out approaches to reach dissemination objectives. The important thing is that strategies are the path towards our goals. A **strategy** is determining where you are now, where you want to be in coming months and years, and what methods you'll use to get to where you want to be. Think of a strategy as a road map. The strategy shows what you'll do. But it won't show you how you'll do it, the tools you'll use, or the specific actions you'll take. Strategies are not tactics. In a communication/dissemination plan we can use various strategies, which should be “translated” using the “language” of our project.

## **Tactics**

Unlike strategies, tactics are time and action oriented. They are the methods you will use to implement the strategy, when to implement it, and by whom. The tactics assign specific actions to specific people that must be accomplished by a certain deadline

More details for the different parts of a communication/dissemination strategy are provided through the training activities.

## **5. Exploitation Plan**

Exploitation plans are referred to the use of the results of the project after its completion. The form an exploitation plan could take depends on the results which are going to be used. T

These results usually take the form of a complete product, service or process and the exploitation plan provides the steps, tools and processes that should be utilized so as the end-users to adopt it or/and apply it.

Additionally, some projects' results could provide decision-makers in local, regional, national or international level, with the appropriate tools or information, so as to help them do their job effectively. This second way of exploiting projects' results could be described and designed and finally integrated into the communication/dissemination plan. In this situation, these decision-makers are one of the project's dissemination plan target audience. For this target audience, certain dissemination objective, strategy or strategies and communication message or messages are developed. After that, the right tactics are chosen, in order to fulfill the objective and implement the strategy (strategies.)

But, when we have certain product(s), service(s) or process(es) that we want to exploit, which means that we want to put into the market the project's results, then, the following parts should constitute the exploitation plan:

1. Introduction
2. Brief Description of the Project
3. Strategic Approach of the Exploitation Plan
  - 3.1. Purpose of the Exploitation Plan
  - 3.2. Strategic Goal(s) of the plan
  - 3.3. Exploitation Objectives
4. Product/Service/Process high level Description

5. Market Analysis
  - 5.1. SWOT (Strength-Weaknesses-Opportunities-Threats) Analysis
  - 5.2. PESTEL (Political-Economical-Social-Technological-Environmental-Legal) Analysis
  - 5.3. Competitors Analysis
6. Brand Strategy
  - 6.1. The product/service/process functional and technical characteristic
  - 6.2. The product/service/process's Value Proposition
  - 6.3. The Target User(s)
  - 6.4. Product/service/process's Competitive Advantage
  - 6.5. User Experience
  - 6.6. Product/service/process's Brand-name
  - 6.7. Product/service/process's logo
  - 6.8. Product/service/process's Packaging
7. Feasibility Study
8. Business Model
9. Marketing Plan
10. Intellectual Property
11. Joint Business Approach if there are more than one project partners

Because some European initiatives call for such an extended exploitation strategy and because the scope of the "Spread the Word" Training, which takes place within the framework of Erasmus+, a European programme that demands an exploitation plan which should be integrated with the dissemination plan, further analysis and training on the different parts of the extended exploitation plan is not provided. This could be done in another training project!

## **6. Project/Brand Story**

### **6.1. What is Storytelling**

**Storytelling** is the conveying of events in words, sound and/or images, often by improvisation or embellishment. Stories or narratives have been shared in every culture as a means of entertainment, education, cultural preservation and instilling moral values.

A Guide to the Project Management Body of Knowledge (PMBOK® Guide) 4<sup>th</sup> Edition states that "effective communication creates a bridge between diverse stakeholders involved in a project, connecting various cultural and organizational backgrounds, different levels of expertise, and various perspectives and interests in the project execution or outcome".

Storytelling is a powerful communications tool that can improve the chances of success on a project as it can be used for spreading project message, its values, its "Why" so as to connect emotionally with its target-groups and affect their lives as they become part of the story. An

organization may have a well defined value proposition for a project but the outcomes could have real impact only if the organization tells project's story in order to become believable.

Storytelling can bridge communications and knowledge gaps and it can be used to establish powerful project visions. Storytelling can also be used to simplify complex or ambiguous topics.

A **project story** is a cohesive narrative that encompasses the heart and soul of your project and creates an emotional connection with project's target-groups.

**Projects' stories could be used in order to:**

- Share themselves (Why-How-What)
- Give a lesson
- Provide a solution
- Provoke change
- Build a relationship
- Show that there is a prospect for change

**Projects' stories could take the following forms:**

- Stories about the project itself, meaning the "why-how-what" of the project
- Stories about each one of the project deliverables. How they have been developed and of course why.
- Stories of the beneficiaries, the people that are greatly benefited by the project results.

So, organizations can use stories in order to express everything they do concerning their projects, in order to create value for their target groups as well as themselves.

**Essential parts of a brand story are:**

- What the project is about
- Which are the project objectives
- How the project solve problems
- How the project add value and care
- How the project engage and contribute

**Project stories could be told using:**

- Digital presentations
- Photographs
- Infographics
- Texts
- Videos
- A mix of the above-mentioned ways

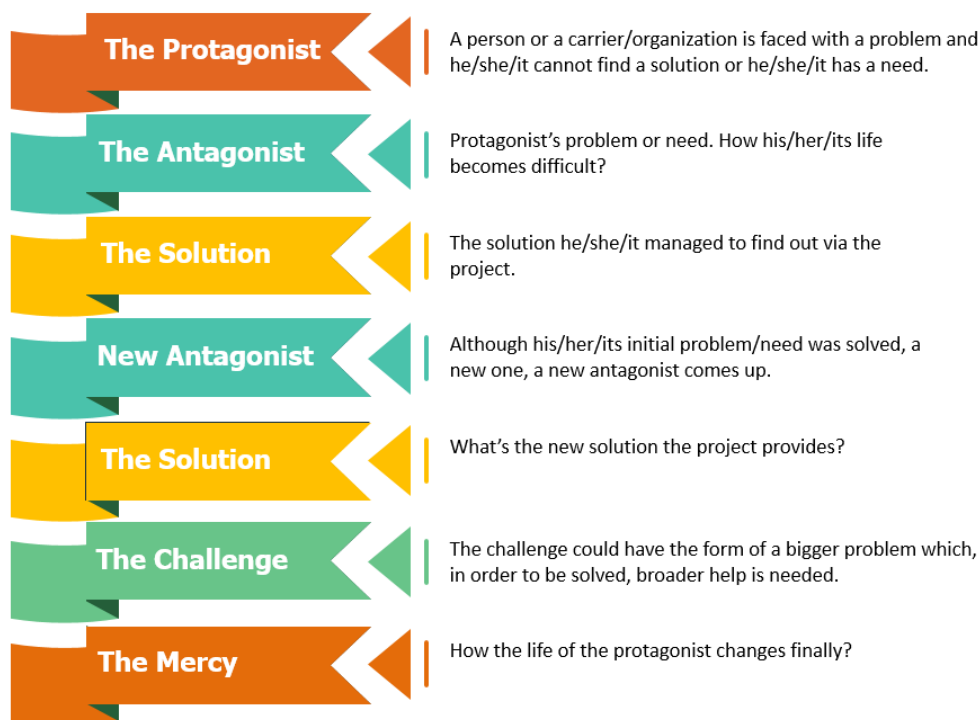
**In order your project story to be effective:**

- Keep it Simple and Easy to Understand
- Make it Emotional
- Tell Your Truth
- Use First Hand, Real Time Experiences and Examples
- Make it Relatable
- Use Specific, Meaningful Ideas
- Use your Website, Social Media and Email Marketing
- Balance your Online and In-Person Activities
- Share your Successes and Failures

## 6.2. “Giving the Right Solution” Project Story Blueprint

Telling stories that have as a protagonist your target-group has enormous power. Telling stories which illustrate how your project manages to solve your target-group’s problem makes a difference. These stories describe to anyone who hears it, what your project is about. These stories connect you deeper and faster with other stakeholders. These stories aren’t about your experience and your knowledge, but it is about how the target-group can use your experience and your knowledge, which are embedded into your project.

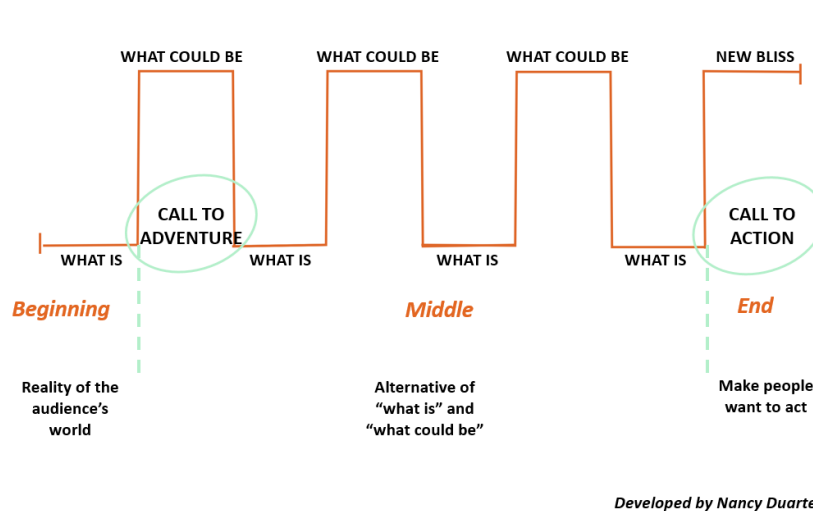
The process used in order to create this kind of stories is the following:



## 6.3. “The Persuasive” Project Story Blueprint

If a project has multiple objectives and various results that cannot be integrated in one message, which is the benefit of the project that is gained by the target-group, then, it’s better to use “The Persuasive” project story blueprint.

This story pattern goes through the following steps:



- Start by describing life as the audience knows it. This creates a bond between you and them, and opens them up to hear your ideas for change.
- After you set that baseline of what is, introduce your vision of what could be. This is the mission/purpose of your project.
- Once you establish that gap, use the rest of the story to bridge it. Take its objective/goal/outcome of the project and find out which particular problem it solves.
- Close your story with a call to action. With something that will inspire the target-groups and other stakeholders to act. Describe how much better their world and/or the world of others will be when they make use of project deliverables.

The Persuasive blueprint is ideal also for using into your digital presentations.

## 7. Idea Pitching

Life is a pitch! John Kennedy once said: “The only reason to give a speech is to change the world”. Throughout history, great speeches have moved people and nations to take action and bring about change. Leaders have understood the power of a well-crafted speech. Martin Luther King Jr.’s “I Have a Dream” speech, to inspire its audience made history. Steve Jobs was a master at inspiring people through his annual Macworld presentations, connecting with his audience and taking them on an exciting, unpredictable journey.

Having ideas is easy but having a good and viable idea is hard. Even harder is convincing the others that your idea is good.

The act of convincing others to do something with your idea is called “Pitch” – applied mostly in terms of a new business, site, startup, which means just the act of trying to get the attention of investors to your next-Google-idea. But it doesn’t stop here: you may use Pitching techniques to convince a publisher to \*publish\* your book or to make an article looks good and appealing to the ones that are reading it. It’s the power to convince in short words.

It may be defined as a fast and effective way of convincing the others that your idea is amazing.



**Idea Pitching** is a modern necessity that should not be ignored. And I will explain immediately why. To be able to produce, to expand and implement our ideas by translating them into products/services we have to communicate with people. It is not enough just doing. We have to communicate with our friends, with our partners, with our bosses. And of course in order to produce value we should spread in the world, in our potential “customers” what we produce.

Communication should therefore be layered. And whenever we communicate with all of the above mentioned “target groups” we deliver a presentation. First of all we deliver a presentation of ourselves, our beliefs, our work... A presentation to sell, to teach, to express a business idea to potential investors, to present the results of a research project. We must Pitch!

**Idea Pitching is a communication tool, a tool for expressing our ideas, a tool that can help us to go a step further in a conscious way.**

## **7.1. The Model “Pitch Like a Mastic Tree”**

Are you wondering which the relationship between this tree and Idea Pitching is??? The relationship is strong!!! One thing is certain: Nature teaches us! We can anything everything only by observing Nature.

The Model “Pitch Like a Mastic Tree” is a three (3) Act Framework consisting of:

### **1<sup>st</sup> Act: ORGANISE**

**Develop the Project:** Develop the “Project Charter Canvas” of the project entitled “Creation of my Idea Pitch”.

**Create a Story (see chapter 6 of the handouts):** by developing a story you can create a presentation with flow, which “speaks” to the listener’s emotions. Humans decide based on their emotions and feelings and then they document their decision with logic. Stories focused on our “Why” are those that win.

**Act Analogically:** take a pencil and a paper and create your story in the form of a storyboard. You can use also post-it or you can use the Mind Mapping technique. Collaboration is needed if there is a team. Then, “cut” all the unnecessary and write down your speech. Finally, you can go to the computer and use the digital storyboard.

### **2<sup>nd</sup> Act: PLAN**

The 2<sup>nd</sup> act is divided into two scenes. The first scene is referred to the structure of the pitch, which is developed based on the topic and the purpose of the pitch.

It is highly recommended, despite the type of the pitch, the following slides to be used:

- Title
- Elevator Pitch/Summary
- Problem/Opportunity
- Solution
- Summary-Call to Action

The second scene is referred to the creation of the presentation with software usage. Now is “art” time:

- Cut the “noise”. Slides must be “flat” and plain.
- Don’t use 3D diagrams.
- Don’t use bullet points
- Don’t put your logo in every slide
- Use images/photographs instead of words
- Live empty space
- Don’t use “classic” fonts such as Times New Roman, Arial, Calibri. The font size must be at least 30. Use only two to three colors.
- Use flat design. Discard the “noise”.
- Background should be neutral and of solid (white, grey, black, beige)
- Don’t use templates
- Don’t use animation
- Use “The Rule of Thirds”
- Create analogies in order to show numbers.

### **3<sup>rd</sup> Act: DELIVER**

Train yourself so as to be prepared for the presentation day. Rehearse! Rehearse! Rehearse! Presentations are based by 93% on the non-verbal communication and by 7% on words. And this is something very important for the first impression (first seconds). That’s why you have to make a strong start and then to have a strong end.

- Connect with your audience
- Use humor and smile from your heart
- Be calm and move calmly
- Don’t read from the slides
- Don’t show your back to the audience
- Speak calmly without “emmmm”
- Use “strong” words and not jargon. Speak naturally.
- Use first plural
- Dress a little bit better that day but in line with your mindset and culture
- If there are other team member, share the stage

## **8. Digital Marketing, Inbound Marketing & Content Marketing**

According to Business Dictionary **Digital Marketing** concerns the promotion of products or brands via one or more forms of electronic media. For example, advertising mediums that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels.

The new Digital Marketing, according to Deloitte is called “**Dimensional Marketing**” which comprises by the following four (4) dimensions:

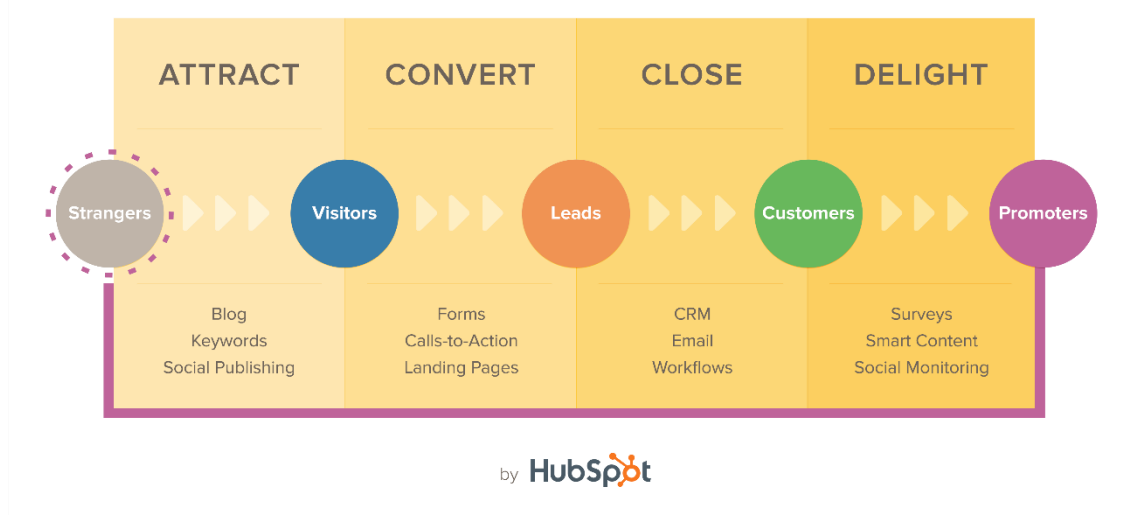
- **Engagement:** consumers now demand personalized, contextual, and real-time experiences with the channel that makes the most sense in the moment. Organizations armed with deep, granular knowledge of individuals have multiple channels through which to conduct personalized outreach. User experience and great design should be cornerstones of every solution; behind the scenes, content and digital access management are critical to seamless integration of campaigns, sales, services, supply chains, and CRM systems.
- **Connectivity:** with one-way communication with target groups now a thing of the past, marketers are looking to build sustained relationships through a deep and meaningful understanding of individual customers. Being broadly present across channels, and enabling each channel to serve the audience/target group at any point through the its journey, raises brand awareness and drives loyalty.
- **Information:** real-time analysis of marketing campaigns and promotions data enable organizations to measure and interpret business results.
- **Technology:** dimensional marketing demands platforms that are deliberately designed to accommodate multiple devices and touch points. This IT architecture should provide data, images, video, and transactions dynamically, and be based not just on who the target group is, but where it is, what it has done, and what it is likely to want next.

**Inbound Marketing** is the process of attracting the attention of prospects, via content creation, before they are even ready to buy; it's one of the best and most cost-effective ways to convert strangers into customers and promoters of your business. It is all about realigning your content strategy and overall marketing campaigns with your target groups’ interests and how they like to consume information in order to engage with more relevant prospects for your organization.

The way Inbound Marketing works is illustrated in the following infographic:

A central part of Inbound Marketing is Content.

**Content Marketing**, according to the Content Marketing Institute, is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to



attract and retain a clearly defined audience — and, ultimately, to drive profitable target groups action.

It means that **content marketing** is a **long-term strategy**, based on building a **strong relationship** with your target audience, by giving them **high-quality content** that is very **relevant** to them on a **consistent basis**.

There are 3 major categories where you can put content marketing efforts these days:

- Online
- Offline
- Hybrids

The types of content that can be used for a successful Content Marketing Strategy are:

**116 Content Types**  
for a Successful Content Marketing Strategy

*Dimitra Zervaki*  
Find your Vantage Angle

- Main Content Types**
  - Articles
  - Audio
  - Blog Posts
  - Case Studies
  - E-Books
  - E-Courses
  - E-Magazines
  - Email Marketing
  - Infographics
  - Newsletters
  - Images-Photos
  - Podcasts
  - Presentations
  - Social Campaigns
  - Videos
  - Webinars
  - Website Content
  - White Papers
- Multiple Content Types**
  - Guides
  - Worksheets
  - Templates
  - Checklists
  - Research Reports
  - Posters/Desktop Backgrounds
  - Games
  - Photo Galleries
  - Mobile Apps
  - Wordpress Plugins
  - Testimonials
  - Chrome Extensions
  - Resource Library
  - Guest
  - Collaboration
  - Interviews
  - Q&A
  - Quotes
  - Testimonials
  - Company News
  - Product Announcements
  - Comparisons
  - Contests
  - Search Engine Optimization
  - interactive content/virtual reality
- Website**
  - Forums
  - News Releases
  - Landing Pages
  - Microsites
  - Wikis/Dictionarys
- Blog**
  - How To
  - Lists
  - Questions
  - Why
  - New Method
  - Compiled Research
  - Original Research
  - Best Practices
  - Transparency
  - Personal Stories
  - Customer Stories
  - Opinions
  - How I...
  - Product Reviews
  - Culture
  - Metaphors
  - Predictions
  - Failures
  - Republishing
  - Comments
  - Memes
  - Animated gifs
  - Hand-written notes etc.
- Audio**
  - Audio Blog Posts
  - Interview Podcasts
  - Segment Podcasts
  - Solo Podcasts
  - Audio Books
- Video**
  - Vlogs
  - Demos
  - Live Streams
  - Documentary Films
- Social Media**
  - Forums
  - Up-Vote Communities
  - Social Networks
  - Campaigns
- E-mail**
  - Blog Post Emails
  - Email Automation
- Event**
  - Countdowns
  - Workshops
  - Conferences
  - Meetups
  - Twitter Chats
  - Challenges
  - Live Chats
- Print**
  - Magazines
  - Filers, Brochures
  - Posters
  - Newspapers
  - Roll-up banners
- Paid**
  - Sponsorships
  - Social Media Ads
  - AdWords
  - Native Advertising
  - Ads/Billboards
  - Radio-TV

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A Social Media Photo Size Cheat Sheet can be found to the following link:

<https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/>

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