



AGENDA

TRAINING COURSE ON DIGITAL COMMUNICATION STRATEGIES

101092394

3rd - 7th Jun 2024

Grao de Castellón, Castellón, Spain



C/ Boqueras, 111b ent 27
Almassora



+34 964 24 11 41



www.dideas.eu



B12854857
ES-B12854857



HYPERLINK
"mailto:dideas@dideas.es"

DAY 1 – Monday, 3 June 2024		
Topic		Venue
15:30	Welcome to the participants and introduction to Erasmus+ and the DW project	Dideas Facilities Carrer de les Boqueres, 101B, entresuelo 23, 12550 Almassora, Castellón
16:30	Principles of communication (DIDEAS's presentation)	
17:30	Group activity: differences between off-line communication style, and the digital communication in non-profit organizations.	
Welcoming Dinner (Location to be decided)		
DAY 2 – Tuesday, 4 June 2024		
09:00 - 10:00	Channels of digital communication	Casal Jove Carrer de la Marina Espanyola, 2, 12100 El Grao de Castellón, Castelló
10:00 – 11:00	Communication strategy: target group, communication objectives, communication channels, message in communication	
11:00 – 11:30	Coffee break	
11:30 – 13:00	Regulatory aspects of digital communication	Dideas Facilities Carrer de les Boqueres, 101B, entresuelo 23, 12550 Almassora, Castellón
13:00- 15:00	Lunch break	
15:00 – 18:00	Group activity: Practical exercise and preparation of activities to be submitted in the next session.	
DAY 3 – Wednesday, 5 June 2024		
09:00 - 10:00	Monitoring tools used to assess the effectiveness of communication strategies	Casal Jove Carrer de la Marina Espanyola, 2, 12100 El Grao de Castellón, Castelló
10:00 – 11:00	Practical exercise: How to promote oneself in the job market (LinkedIn, Canva, social media)	
11:00 – 11:30	Coffee break	
11:30 – 13:00	Dissemination campaign and digital marketing resources	Dideas Facilities Carrer de les Boqueres, 101B, entresuelo 23, 12550 Almassora, Castellón
13:00- 15:00	Lunch break	
15:00 – 18:00	Group activity: Practical exercise and preparation of activities to be submitted in the next session	
DAY 4 – Thursday, 6 June 2024		
09:00 - 10:30	Laboratory activities: Design of a communication strategy	Casal Jove Carrer de la Marina Espanyola, 2, 12100 El Grao de Castellón, Castelló
10:30 – 11:00	Coffee break	
11:00 – 12:00	Laboratory activities: CV in Europass format	



12:00 – 13:00	Laboratory activities: Creation of a professional LinkedIn profile	
13:00- 15:00	Lunch break	
15:00 – 18:00	Group activity: Practical exercise and preparation of activities to be submitted in the next session	Dideas Facilities Carrer de les Boqueras, 101B, entresuelo 23, 12550 Almassora, Castellón
DAY 5 – Friday, 7 June 2024		
09:00 - 10:30	Preparation of the vademecum “Digital methods of communication for self-promotion in the world of work”	Casal Jove Carrer de la Marina Espanyola, 2, 12100 El Grao de Castellón, Castelló
10:30 – 11:00	Coffee break	
11:00 – 12:00	Preparation of the vademecum “Digital methods of communication for self-promotion in the world of work”	
12:00 – 13:00	Participant evaluation and feedback activities	

