

## Work package WP6 – Promotion

<b>Work Package Number</b>	WP6	<b>Lead Beneficiary</b>	5. NPUA
<b>Work Package Name</b>	Promotion		
<b>Start Month</b>	1	<b>End Month</b>	36

Objectives
<p>Work package 6 Promotion is dedicated to impact and dissemination. It takes the responsibility of coordinating all promotional work of the project among educational decision makers (exploitation element) and among educational providers, companies, media and citizens (dissemination element). While dissemination has a strong horizontal dimension, exploitation operates in the vertical level of valorisation. WP 6 is thereby linked to all core objectives of the project, and it is heavily contributing to forming socially active Community of Practice of B2B sales educators.</p> <p>Our concept includes strong promotional element through the whole life cycle of the project and all partners are actively participating in the promotion activities. It secures the maximal visibility in participating countries and internationally. For the success of the concept, it is crucial to find fruitful ways to align business education contents into STEM education. Additionally, WP Promotion secures sustainable impact of the project by fostering integration of university#enterprise cooperation in sales and innovation competitions and business labs into the existing structures, both in curriculum and in strategic level.</p> <p>Main purposes of the promotion of the project are:</p> <ul style="list-style-type: none"> <li>• attract other universities around EU’s Eastern Partnership Countries to join in the Community of Practice of B2B sales educators</li> <li>• attract enterprises to cooperate with partner Universities</li> <li>• share cross-cultural business practices &amp; support external education providers in embedding contents and practices into the new generation of STEM studies</li> <li>• raise awareness among decision makers of the necessity for business force professionalization in STEM</li> <li>• provide Armenian and Georgian partners access to European and global networks of B2B sales educators</li> <li>• serve the purposes of the European Commission in providing basic information on the project (juridical dimension) and promoting European Higher Education Area EHEA as the world’s leading higher education provider (strategic dimension).</li> </ul> <p>GTU is the co-lead of the Work Package, together with NPUA.</p>

Description
<p>T 6.1 Preparation for promotion Main activities cover</p> <ul style="list-style-type: none"> <li>• Creating and updating detailed promotion plan</li> <li>• Launching the visual identity of the project (e.g. logo, presentation and documentation templates).</li> <li>• Selecting contact persons from all partner organizations for promotion.</li> </ul> <p>T 6.2 Managing the website of the project. Setting up and updating the website of the project. Website of the project serves implementation, dissemination and juridical purposes and it will be used during the whole project period. It will introduce the project objectives, activities, partners, experiences from pilots, main deliverables, events and necessary juridical information regarding the co-funding coming from the European Commission.</p> <p>T 6.3 Social media presence. The strategy for social media accounts will be discussed and decided in the kick-off stage of the project. We try to avoid of establishing overlapping social media accounts with our partner organizations. Therefore, a state-of-practice analysis of existing accounts and available platforms takes place in the beginning of the project. Regarding existing social media platforms (February 2023), we have found useful in professional issues especially LinkedIn where active experts get appropriate audience to their posts, keeping in mind that quality matters more than quantity. Furthermore, for video tutorials and sharing user experiences, Youtube channel of the project works well, there we will publish especially Vodcasts.</p> <p>The main website of the project will be used as a landing page for all social media activities, and it will serve as a way to find to the right platform.</p> <p>Participating students will be encouraged to use social media platforms, popular among younger generations. Project will not prepare separate newsletters as such, but alike function is embedded in the social media presence.</p>

T6.4 Organizing Eastern Partnership Countries' Sales and Innovation Games (working title). Eastern Partnership Countries' Sales and Innovation Games will be organized twice during the project, once in Armenia and another time in Georgia. Event is organized to showcase work done in local level innovation and sales competitions and give best performing students a chance to meet their peers from another universities. Several level of cooperation packages will be offered to companies, interested in finding talents to boost their businesses.

Events will be semi-public, depending on the capacity of venues. Companies, other universities and educational decision makers will be invited to the event.

Second event serves also purposes of Final Conference of the project. We will open registration for external universities to the 2nd edition, scale of the event will be decided based on pre-registrations after experiences from the 1st edition of the event.

T6.5 Organizing Open Eyes events. Sales Labs in all Armenian and Georgian partners will organize Open Eyes events, targeted to all interested stakeholders: students, staff of universities, companies, public organizations etc. Main aim is to promote the possibilities of Sales Labs in education, science and boosting businesses.

T6.6 Preparing presentations and publications. All partners are going to actively promote the project in various arenas, like conferences, seminars, symposiums, workshops and thematic forums. A list of potential events will be drafted in the beginning of the project and updated regularly by the WP leader. Travels have been considered in the travel plan and budget of the project.

Due to the good coverage of partners from different corners of Europe, partners may conduct effective dissemination in several events at reasonable costs. Also, the strategy of utilizing pedagogical conferences as a dissemination channel is a cost effective way of keeping relevant stakeholders informed on project's achievements and advanced cooperation possibilities.

Press releases will be launched, when appropriate.

T6.7 International networking among B2B sales educators. Associated partners ESCA and AASE provide access to their existing European networks of B2B sales educators and Sales Engineering promoters.

Associated partner SEAMOLEC enable networking with South-East Asian universities, who have just recently started new B2B Sales courses, those universities can provide valuable peer support. LISS24 partners will be invited to act as judges in forthcoming SEASAC competitions. In online competitions, participation is part of work plan of LISS24 project. In case of onsite competitions in SEA region, LISS24 partners should finance their travels from other sources than LISS24, participation must be therefore voluntary.

Additionally, new global partnerships bring direct added value for organizing sales competitions with judges and buyers from different cultures. This kind of voluntary cooperation has been already established between Europe and South-East Asia and now it can be enriched with universities from EU's Eastern Partnership countries.

T6.8 Public Affairs and Communications program. We will set a Public Affairs and Communications program, targeting to arm educational decision makers with relevant and up-to-date information on possibilities of business trainings provided to engineering students. This program is led by Turku UAS as the coordinator of the project and NPUA and GTU as national coordinators. Main target groups include Ministries, regional education authorities and the European Commissio