



#Our Stories

MEDIA USE IN EVENT ADVERTISING



Media content

Photo

Images taken by the students, teachers project managers, industry professionals. It can depict anything that is related to the Esports tournament: Erasmus+ mobilities, preparation stages prior to the tournament, venue of the tournament, participants.

Video

Video/ audio clips taken by the students, teachers project managers, industry professionals. It can depict anything that is related to the Esports tournament: Erasmus+ mobilities, preparation stages prior to the tournament, venue of the tournament, participants, teams playing the games.

Graphic design

2D design pieces (posters, brochures, facebook banners, instagram posts, etc.) that includes visuals and written information regarding the event.

STUDENT MOBILITY
IN KAUNAS

MEDIA CONTENT
EXAMPLES





Media platforms

Facebook

Good outreach, easy to create event pages, can choose the "cohost" option for the esports tournament. Can utilise students personal accounts, schools account or even post in specialised groups.

School website

Good way to introduce school society- administration, teachers, students with the event that will take place.

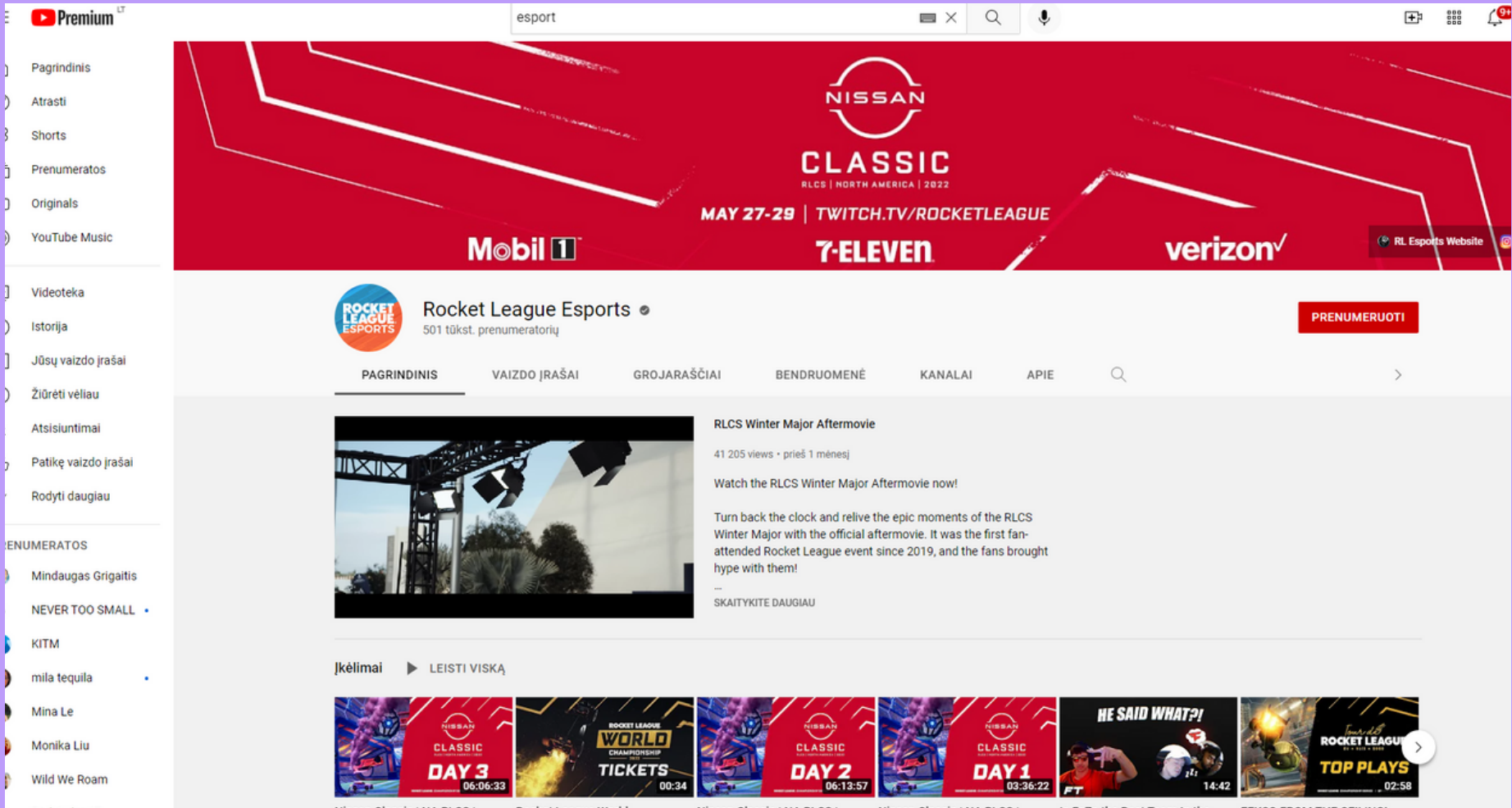
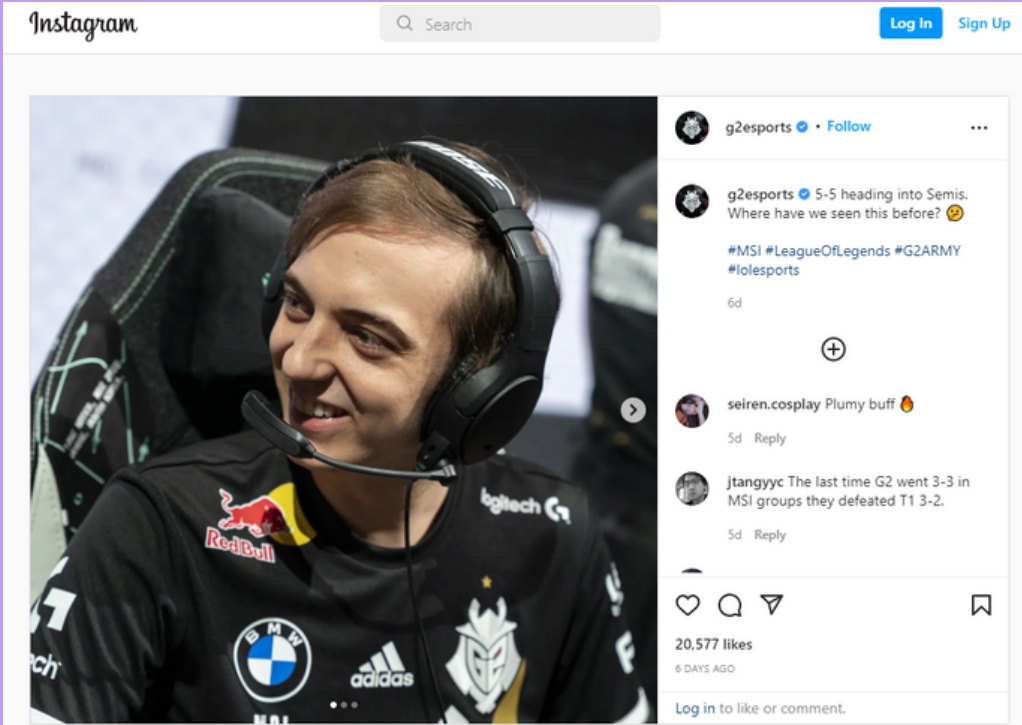
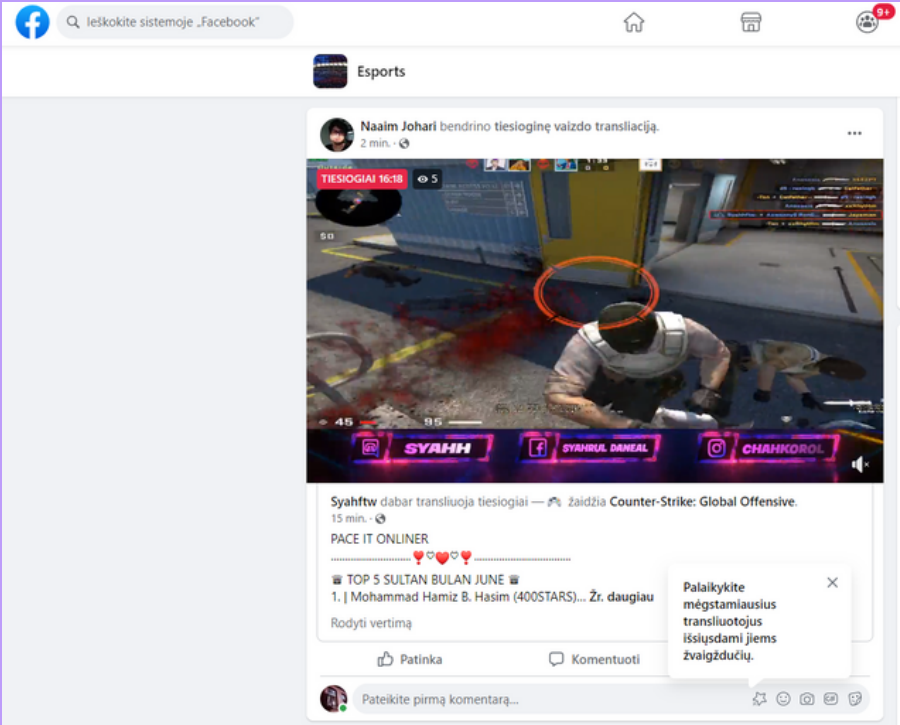
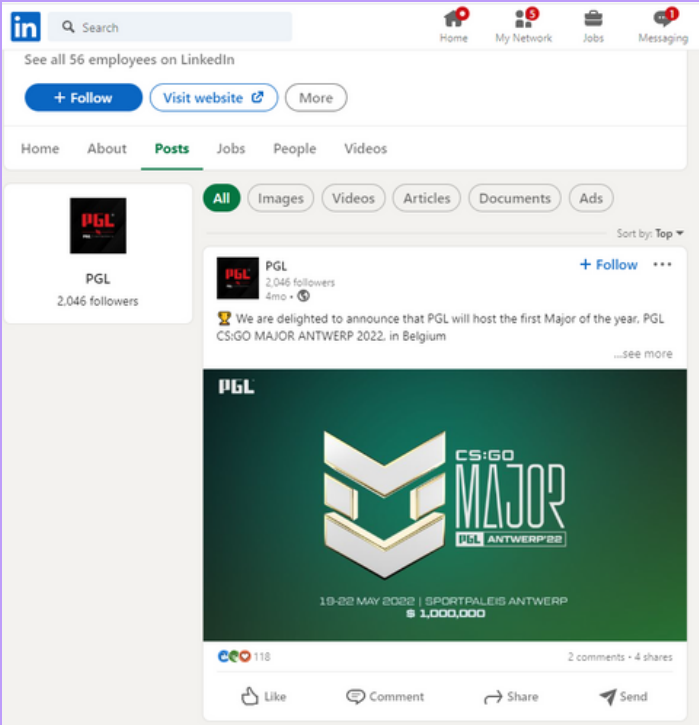
Instagram

Can upload stories of the preparation stage for the event as well as share the results. Great outreach with the industry.

School/ professional LinkedIn

Good for industry professionals to get involved in the event as well as promoting the skills that are valued in the industry.

MEDIA PLATFORMS
EXAMPLES



EVENT PROMOTION





Advertising plan



Phase 1

Create a dissemination plan

Phase 2

Crystallise the information to be shared (what, when, where...)

Phase 3

Prepare the media content for the advertising

Phase 4

Share online content with communities (friends, specialised facebook groups, use hashtags accordingly)

Phase 5

Update content during and after the event, not only prior.

ADVERTISING PLAN EXAMPLES FROM STUDENTS MOBILITY IN KAUNAS

#Our stories Students communication plan .XLSX ☆ 📄 ☁

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	A	B	C	D	E	F	G	H
1		<h1>Communication plan for eSports Tournament</h1>						
2								
3		Project title						
4		Date						
5								
6		DISSEMINATION TYPE (e.g. seminar, article, social media, publication, presentation, TV, etc.)	DATE	TITLE	SHORT DESCRIPTION	PROJECT PARTNERS INVOLVED	TARGET GROUP	EVIDENCE OF DISSEMINATION (e.g. website link, seminar programme presentation, etc.)
7		Post on social media	2022/04	2nd meeting / Kaunas	Photos from Kaunas	all	All	
8		Article on social media	2022/05	Erasmus esport tournament	Some information about our tourna	all	All	
9		article in website, social media, sh	2022/06	Erasmus esport tournament	Some information about our tourna	all	All	
10		Post on social media	2022/07	Erasmus information	Information about Erasmus (teams,	All	All	
11		Post on social media	2022/08	Erasmus information	Information about Erasmus (teams,	All	All	
12		article in website, social media, sh	2022/09	Are you ready?!?	Last information about erasmus, tou	All	All	
13		article in website, social media, sh	2022/10	We are ready!!	About tournament	All	All	
14		article in website, social media, short video (1 minute)	2022/11	This is the end	About our journey	All	All	
15								
16								

Information of tournament

1. What is happening?
2. When?
3. Where?
4. What is the target audience?
5. Who organise it?
6. Who can take part in it?
- 7....?

IDEAS, QUESTIONS FOR THE TOURNAMENT..?

#OURSTORIES, 2022