



**BRAND & MERCHANDISING MANAGER
FOR SMES IN THE CHILDREN'S
PRODUCTS SECTOR**

Dissemination & Communication Plan

Project Number: 503622-LLP-1-2009-1-ES-LEONARDO-LMP



Education and Culture DG

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Dissemination & Communication Plan

Index:

1. Objective	3
2. Strategy	3
3. Targets.....	4
4. Communication Materials.....	5
4.1. Logo, graphical identity.....	5
4.2. Templates.....	5
4.3. Web site design & maintenance.....	5
4.4. Electronic Newsletter.....	6
4.5. USB video of the project.....	6
4.6. Direct Emailing.....	6
4.7. Media & Press Releases.....	6
5. Printed material design & production.....	7
5.1. Leaflets	
5.2. Posters	
5.3. Stickers	
6. Activities.....	8
6.1. Presence at Fashion and Textile Events, Seminars, Conferences	
6.2. Workshops	
6.3. Networking	
7. Activity Plan.....	9
8. Good Practices Guide.....	12
9. Conference.....	12
10. Current Situation.....	12
11. Monitoring & Control.....	12

1. Objective

The objective of the Dissemination Plan is to identify and organize the activities to be performed in order to promote the commercial exploitation of the project's results and the widest dissemination of knowledge from the project.

The main purpose of the dissemination activities is to raise awareness of the project in order to make BraM a successful and sustainable project. This will be carried out by using various communication materials, such as a web site, news letters, leaflets and posters but also by face to face information at conferences, workshops and events.

The information will also meet the general public through media coverage.

All members of the consortium will contribute to the dissemination by participating and giving presentations at conferences, publishing papers and similar activities.

2. Strategies

The Strategies to achieve these objectives will be:

- Involve as many end users of the project as possible in all the steps of its development
- Continuous dialogue with stakeholders and organizations, publicising the project aims and objectives, outcomes and results
- Applicability of the project's outputs in the future

3. Targets

Target audiences in **external communications** are:

- Associations & Companies in the sector of Children's Fashion and Childcare.

These targets will be easily achieved as CFE is formed by manufacturers of Children's Fashion and Childcare sectors, National Associations and Research Institutes across Europe. CFE also collaborates with Fashion Federations, Trade Fairs in Europe and abroad.

- Training organizations activities in the sector
- Universities in managerial sciences

The target audience for **internal communication** are partners and the members of the consortium.

4. Communication Material

4.1. Logo, graphical identity

A graphical identity will be created, composed of visual elements. The BraM graphical identity will include logo, fonts, colours and templates for presentations and text documents. It is important to follow the graphical identity, since good use of it will help to consistently communicate and disseminate the project, and to be easily identified.

The Leonardo logo will have to be applied to all communication and dissemination material.

4.2. Templates

Templates for text documents and presentations will be produced and made downloadable for all members of the project from the private section of the web.

The templates are important to follow to give a united impression of the project, and to establish a visual language that will, at a glance, indicate that the information concerns the BraM -project.

Guide lines and templates will also save time and effort for the members of the consortium for communication, news and reports since no further design work will be necessary.

4.3. Web site design & maintenance

A BraM website will be created (www.brandfashionmanager.com) as the front face of the project.

Web site visitors will be able to find relevant information on the project, its development, links and updated activities.

It will be composed of 9 sections:

1. HOME - News and Newsletters
2. Benefits of BraM for SMEs
3. Phases of development
4. Training & Tools
5. Partners Information
6. What is BraM

7. About Leonardo
8. Private Section for Partners
9. Contact

The WEB site will be available in the following EU languages: English, Italian, Greece, Finnish, Swedish, Spanish, French.

A general email address (info@brammanager.eu) will be created as a contact address for all contacts coming through the web and general communications.

4.4. Electronic Newsletter

Every 4 months a newsletter will be created by all partners.

The newsletter will, among other relevant issues, contain information on achievements in the project, reports from conferences and announcements of upcoming events.

The news letter will also be available for download on the web site.

The newsletter will be created in English: each partner will be in charge of the translation in its own national language.

4.5. USB video of the project:

A short video presentation will be created at a certain stage of the project: the usb keys will be a useful promotional material in which the video will be uploaded.

4.6. Direct Emailing

> Motivation and promotion campaign addressed to kid's fashion sale's sector

> Motivation and promotion campaign addressed to SMEs (Direct and personal emailing)

A **mailing list** for the partners will be created and administrated by the coordinators. All project workers will be included in the same list, to make sure that nobody is excluded from valuable information.

4.7. Media & Press Releases (EU Policy Press/General sector press)

Press releases for press and online media will be published at strategic times, in the beginning and end of the project, before and after an event and when major achievements have been made.

International, national and local media will also be invited at suitable times in order to spread knowledge about the project to the public.

5. Printed material design & production

5.1. Leaflets

A leaflet with an introduction to the project and contact information will be produced. The leaflet can also be downloaded from the web site.

5.2. Posters

A poster with brief information on the project will be produced in order to be used in the stand during the events in which the partners will participate.

Both the leaflet and the poster will be updated as the project develops.

5.3. Stickers

To hand out during events with the BraM Logo and web page.

6. Activities

6.1. Presence at Fashion and Textile Events, Seminars, Conferences and International Fashion and Childcare Fairs

The partners of the project will take advantage of the activities they already develop to integrate dissemination activities for the BraM. The participation in International Fairs, Seminars and Conferences will be an opportunity to present the project and its activities through active speeches, distribution of promotional material, interviews.

6.2 Workshops

Workshops can be organized as parallel events during Fairs.

6.3 Networking

Contacts and development work are important for the success and sustainability of the project. BraM will report on these networking activities and identify additional institutions that might participate or collaborate with the project; or collaborate in a future exploitation activity.

Before and after BraM has been presented at a conference, or elsewhere, some brief information can be published on the web site, presentations and any accompanying publications will be downloadable from the website.

Each Partner will have on its own website the **banner** with **BraM logo** and **direct link** to BraM website.

7. Activity Plan

Throughout the project lifetime, the consortium will meet to exchange information and knowledge. As was pointed out above, the consortium will also take part in external workshops and conferences.

Below follows an agenda for such activities.

This agenda will be revised, expanded and updated continuously.

Event	Responsible	Objective	Date	Place
Expo Arabia Fair Abu Dhabi	CFE	Dissemination among international stakeholders and SMEs	26-28 October 09	Abu Dhabi - UAE
FIMI International Fashion Fair	CFE	Dissemination among international fashion SMEs	22 – 24 January 2010	Valencia – Spain
Cero a Cuatro International Childcare Fair	CFE	Dissemination among international childcare companies	22 – 24 January 2010	Valencia – Spain
Pitti Bimbo Fair	CFE	Dissemination among international fashion SMEs	21-23 January 2010	Florence – Italy
Collection Premier Moscow	CFE + Federmoda	Dissemination among international stakeholders and SMEs	February 2010	Moscow – Russia
CFE Showroom	CFE	Dissemination and Information Activities	February 2010	Brussels – Belgium
Pitti Bimbo International Fair	CFE	Dissemination among international fashion SMEs	June 2010	Florence – Italy
FIMI International Fashion Fair	CFE	Dissemination among international fashion SMEs	July 2010	Valencia – Spain
Riccione Moda	Federmoda	Dissemination among Universities and Design Students	July 2010	Riccione – Italia
Collection Premier Moscow	CFE + Federmoda	Dissemination among international stakeholders and SMEs	September 2010	Moscow – Russia

Event	Responsible	Objective	Date	Place
Fashion Week	HCIA	Dissemination among international stakeholders and SMEs	March and October 2010	Athens
Greekfashion magazine	HCIA	Dissemination among international stakeholders and SMEs	Published 4 times a year	Greece
Hellenic Shoe Fair	HCIA	Dissemination among international stakeholders and SMEs	April and November 2010	Athens
JUST FOR KIDS 2010	HCIA	Dissemination among international stakeholders and SMEs	September 2010	Athens

8. Good Practices Guide

The project team will collect, good practices and success stories about improving of the project during the pilot tests.

These contents will be published in the quarterly Electronic Newsletters, and collected together in a publication at the end of the project.

A common structure, template and format for the Good Practices will be designed.

9. Final Conference of the Project

To be organized in combination with some major event of the sector in order to have the highest impact in target groups.

10 .Current status

The activities within the scope of this dissemination plan have already started and a web site home page, a poster and a leaflet have been produced and used during the Fashion Expo Arabia Fair in Abu Dhabi, United Arab Emirates.

11. Monitoring & Control

The Plan will be continuously monitored by the Dissemination Manager and the Project Manager, using the Activity Plan.

The Activity Plan and the whole Communication Plan will be fully updated every three months.