# 7. COMMUNICATION PLAN

The communication plan follows the pace of the activity. It is flexible and can be adapted in accordance with the requirements. All communications associated with the activity are based on this plan.

There are some important things to consider when developing a communication plan, such as

- Who are the target groups for the activity?
- What are you expecting from these target groups?
- When is it important to communicate?
- Which communication method is most suitable?
- How often do you have to repeat the message?
- ... etc.

| When? | What? | For whom? | Objective? |
|---|---|---|---|
| Before the holidays | Invitation by email<br>Invitation by post | Board<br>Parents | Invitation to the information event |
| 1st October | Facebook post<br>Instagram post | Young people | Promotion of the activity |
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