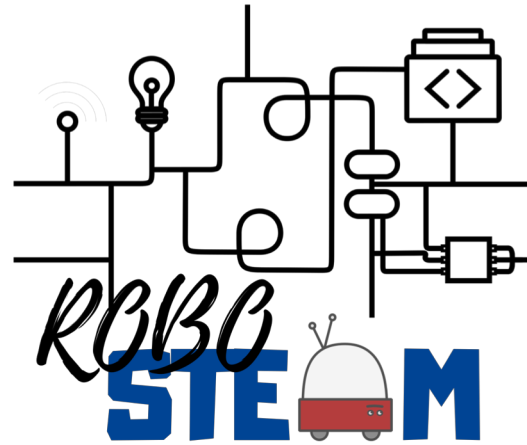




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# **RoboSTEAM Project – Dissemination strategy 2018-1-ES01-KA201-050939**

# Dissemination Strategy

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- Events Strategy:
  - Online and face to face events
  - Local dissemination events
  - Hackaton
  - Mainstream
- Academic Strategy
  - Each university present the project in one conference
- Social Network Strategy
  - Social Networks
  - Erasmus+ Publication channels

# Dissemination Strategy

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- Media strategy
  - Press releases, newsletters, events presentation
  - Each partner will contact local newspapers to facilitate dissemination
  - Two press releases during the project
- Training strategy
  - Learning activities with teachers and education students in order to learn about RoboSTEAM

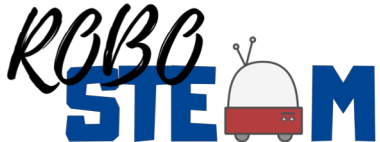


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# Activity Classes

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- First class activities (static)
  - Define and create the branding of the RoboSTEAM project
  - Define and produce a RoboSTEAM project flyer that defines clearly the motivation, concept, core objectives...
  - Define a project mailing list
  - Create accounts for the main social networks
  - Setup the dissemination part of the RoboSTEAM environment
  - Define a professional group in social media, such as LinkedIn
- Second class (dynamic)
  - Publish information about the project in previous spaces
  - Contact with local press agencies in order the results can be published
  - Promote the project through academic seminar, workshops and conferences
  - Schedule the hackaton and promote them through the social networks
  - Schedule the local multiplier events in each country and promote them through the social networks



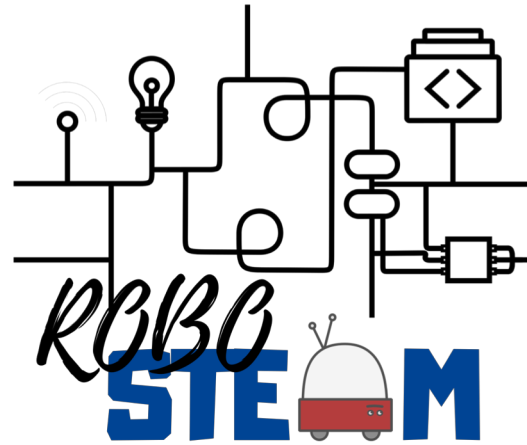
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# Questions





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