

**Promoting Accessible Social Dialogue and Innovative**

**Training Practices:**

**Towards an Information Society for All**

**SDV-NETJOB**

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**PROJECT FINAL REPORT**

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**ANNEX 6.1**

**Author: EWORX**

**ID: sdv\_A6.1\_sdv\_dissemplan**

**WP6**

**ANNEX 6.1**

**www.socialdialogue.net**  
**Dissemination and**  
**Promotional Strategy**

This report is also available online at  
[http://www.socialdialogue.net/en/en\\_results.htm](http://www.socialdialogue.net/en/en_results.htm)

**Abstract:**

This report outlines the promotional activity that will be launched during the development of the Social Dialogue Vortal

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# ***1 SocialDialogue.net: Dissemination & Promotional Activities***

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## **1.1 Visibility of SDV Site – The Dissemination Strategy**

The marketing strategy for SDV is to position the site as the indispensable resource, widely acknowledged throughout Europe and a reference for the ESF Article 6 Innovative Measures Programme. The goal of SDV is to not only create awareness amongst its target audience but also to create a community that empowers its target audience, encourages dialogue and celebrates success.

The proposed audience of this service is diverse. It includes, among others: Trades Unions, Employers organisations (and their respective individual members); professionals in the employment and vocational training fields, academics, NGOs of disabled people, and “the general public”, principally in Greece, Denmark and Ireland but also throughout Europe. To be able to reach such a diverse audience with the same services in an easily accessible and visible manner, a dedicated marketing strategy will be developed and deployed so as to reach each distinct target group.

To achieve this goal, several marketing channels will be utilised. These channels, which are professional, simple yet effective methods, concern both on and offline promotional activities. Targeted promotion of SDV must be aimed at ensuring that the widest possible group of users is made aware of the site. This activity will not only contribute to the success of the site but also ensure its future sustainability.

This section outlines the promotional activity that will be launched during the site’s development.

## **1.2 On-Line – At Launch**

A full marketing effort will be implemented during the launch of SDV so as to ensure that the objectives described above are met. This effort will include, but not necessarily be restricted to two main initial actions that have proven to be the most effective for new web sites:

- The first action concerns **Search Engine Registration**. - There are a variety of search tools currently used to navigate the World Wide Web. Due to the unprecedented growth of information available on it, there has also been an unqualified demand for simplifying this information. As a consequence, the creation of search engines has been multiplied considerably. Furthermore, the use of the search engine, as is clearly indicated by 87% of Internet visitors who find sites on the web by plying this tool, is clearly the leader information retrieval mechanism available. In order to maintain a competitive edge and maximum exposure through these tools, it is imperative that SDV is properly registered with as many of these search engines as possible. It is vital to be listed where it matters. It is envisaged that this effort will continue after the launch of the site and will be reviewed every 12 months.
- The second action concerns the **SDV Listing** – in order to ensure maximum penetration of SDV, effort will be directed so as to ensure that every relevant (i.e. associated with target audience) body, organisation and association know and list SDV. Additionally it will be ensured that the SDV is listed in all Directory Services.

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Additional promotional activity, which will be undertaken at the launch of SDV, will encompass the following:

- **Marketing agreements** and partnerships with a number of the above target audiences and bodies and with selected online sites/information services and providers. This effort will continue after the launch and will also involve reciprocal links as well. The more reciprocal links a site has the better the chance that someone will be enticed to visit. The quid pro quo however, usually applies, which means that providing a reciprocal link also gives visitors the opportunity to leave one's site. In order to minimise this 'flight effect', the reciprocal links will be conveniently embedded two or three levels within the site in order for the 'escapee' to at least have the chance to experience part of the site. Reciprocal links will be tested regularly to ensure that they are still 'live', as broken links reflect poorly on the site and may generate the impression of a lack of professionalism.
- Strategic considerations will be borne in mind when identifying those whom SDV will exchange links with. The SDV Editorial Team will not only view the reciprocal link exchange as a process of trying to fill a links page. The issues that will be borne in mind are:
  - Are the sites of the similar quality (maintaining links or updating content) as SDV?
  - Do these sites offer users with added information, which will add to the SDV's web reputation by proxy?
  - How 'deep' do the other sites keep their reciprocal links?
  - How often are updates conducted on their links pages and how stable is this page? (Instances have been reported where particular sites had their links page permanently under construction or all their links were broken, leaving the user at their site!!).
  - How quick is the access to their site? (It would not be to SDV's advantage to be held responsible for a user having to wait an undue period of time to go to a linked site)
  - Is a particular site so good that it will attract and keep users?

Keeping these issues in mind SDV will seek out partners with the same aspirations of web presence as their own. It would be a pointless exercise in choosing a site, which was under resourced and as a consequence did not maintain their site or did not consider the web as a tool for disseminating their information. The bottom line is quality and not quantity. The application of these criteria will add to the professional image of SDV.

- **Advertising** can be considered in relevant online locations and newsletters, each targeting different groups and communities. An example of this could be sites such as on-line European News services (e.g. [www.europemedia.org](http://www.europemedia.org)), which caters and targets the IT Community. These will be examined, as will advertising in publications both online and offline associated with relevant organisations.
- The online promotion activity will also be facilitated by the production of a **media contacts** database, which will be constructed prior to the SDV launch. The purpose of the database is to effectively target the media from the launch and throughout the lifetime of the SDV.

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- Advertising in relevant mailing lists through **mailshots**. E-mail is one of the most powerful communication mechanisms available on the Internet today and as a result it has been deemed a prime marketing tool. Great proportions of all users who are online receive and read e-mail regularly. Messages are easy to create and inexpensive to deliver even to people with low-bandwidth connections. A mailing list is a group of e-mail addresses of people who receive the same message. A single message is sent to everyone and the mailing list software sees that the message is delivered to a list of subscribers. Mailing lists have been around nearly as long as e-mail and they are especially valuable to large sites, which have a vast arsenal of information that has to be disseminated. This means of promotion may be used to send out announcements, press releases about upcoming events, periodic newsletters, updates on new or improved services that may be found on SDV. Furthermore, mailing lists may be organised so that each target group receives information, which is pertinent to them.
- A **User Database** - An important element in the marketing strategy will be the creation of a users' database in order to record details of all those who register with SDV, or who sign up for any of the SDV related services. The database will not only allow certain marketing efforts to be undertaken (such as direct e-mail shots, targeted content and so forth), but it will also serve as a tool that will allow the Editorial and Marketing Team to identify usage patterns, and thus ultimately improve the service.

The SDV database will collect such information as name, email, country, company/organisation/association/government, age, profession, position, where they found out about the SDV what services would they like to see on SDV, as well as offer them the array of services, newsletters, alerts and so forth that they can receive.

### 1.3 Online Promotional Activities - Ongoing Activities

Online external marketing efforts will continue throughout the lifetime of the site. Many of the tools employed at the launch of SDV will also be employed throughout the sites lifetime to differing degrees. Additionally, the following tools will be employed:

- **Viral Marketing:** on most pages of the site, in particular on all news article pages, and all feature articles, options will be included which will allow readers to print the content, email it to a friend or recommend the service to a colleague. These features will carry a brief description of SDV and its services, similar to an electronic signature. It is well known that the best form of marketing is word-of-mouth, and we will make it as easy as possible for readers to do just that.
- **Newsletters:** The setting up of a portfolio of SDV newsletters not only offers a useful information service to readers, it also acts as an excellent marketing tool for the website. Newsletters are an ideal way to 'connect' to individual target groups and to inform them of what new has occurred on the SDV since the last update. Although resource intensive, the SDV will strive to have different versions of the Newsletter where each focuses on a corresponding target group. For instance a Newsletter directed to a particular target audience research area may include information, which will relate to users interested in this area.
- **Existing Networks/Communities** - ongoing, continuous marketing through SDV's own mailings lists.

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## 1.4 Off-Line Promotional Activities

Prior to the SDV launch, SDV marketing materials will be prepared. Marketing efforts, though concentrated online, will involve a number of offline marketing efforts:

- SDV Exposure through Corporate Literature - The URL of the SDV will be included in the printing run of all SDV related documentation, stationary and publications. These will include:
  - ✓ Business Cards;
  - ✓ Letterheads;
  - ✓ In Vcards of e-mail messages;
  - ✓ Articles and magazines;
  - ✓ Any advertising and communications campaign
  - ✓ The INTO WORK Conference 2003.
- **Additionally URL Listing via related literature:** As an extension of the above practice, the SDV Team will seek to have its URL published in related literature. The problem with this practice is that journals that may accept this form of advertisement may charge for the privilege. Scientific journals, where a half page mention on SDV may grant the issuer, a banner advertising on their site for a period of time. This form of bartering may well be plausible. This process of bartering will become easier when SDV achieves larger web presence with a high hit rate. When this is achieved the SDV's web bargaining power for space may be increased.
- **Event Participation** will range from a mere presence of marketing materials such as flyers, pamphlets and posters, to having a physical presence at a stand (either alone or in partnership) to having a speaker session. The different options are naturally not mutually exclusive.

Activities within this domain will include:

- Participating in EU related events such as:
  - ✓ DG Employment related conferences
  - ✓ National and International Conferences where ESF Article 6 Projects are presented & showcased;
  - ✓ The SDV-NetJob sponsored INTO WORK Conference 2003, Athens
  - ✓ ESF 6 Project Promoter events
  - ✓ EU summits – in the context of the Danish and Greek Presidencies.

Options include:

- ✓ SDV sessions as part of other conferences/seminars/trade shows - i.e. piggyback on events organised by third parties; and/or
- ✓ Having a stand at exhibitions or other key events identified in advance.

Event / When	Country	Audience
** Chinese Disabled Persons' Federation, Haikou, Nov 2002	CHINA	1000
ESF Project Promoters' Exhibition, Brussels, Nov 2002*	EU-15	200

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Event / When	Country	Audience
** Danish EU Presidency, <i>Disability and Technology</i> , DK, Nov 2002	EU-15	200
INTO WORK Conference 2003, May, Athens	EU-15	230
** EU-US Seminar, Brussels, Nov 2003	EU-USA	60
** EU-EYPD Seminar on Disability and Business, Brussels Nov 2003	EU-25	70
New Horizons Human Rights Fair, Athens, Greece, Dec 2003	GR	50
**European Foundation conference on illness and social inclusion, Reggio Calabria, Italy, November 2003 (Presidency event)	EU-25	200
** European Network for Workplace Health Promotion	EU-25	45
** Workforce Plus Conference, Ireland, 2003	IRL	50
** EYPD2003 Final Conference, Rome Dec 2003	EU-25	500
Day of Disabled People 2003, IKE, 3 Dec 2003 Athens	GR	75
Day of Disabled People 2003, IKE, 3 Dec 2002 Athens	GR	100
** EU Conference: Managing the Ageing Workforce, Hellenic Management Assoc, January 2004	EU-15	150

**Table 1:** Events with Anticipated SDV Participation

Apart from those outlined above, a multimedia showcase of the SDV will be created which may be displayed on a separate computer to attract wandering visitors to their stall. Once their attention has been attained a member of the SDV team may then begin to demonstrate the information and services that are available on the web site. Through events it may be possible to introduce the SDV in the best possible light to new users who attend these functions.

## 1.5 Marketing Material

Marketing material, both online and offline, will have a major impact in raising the profile of SDV, and ensuring widespread adoption and use of the site.

**Offline** marketing material such as brochures, folders, flyers and posters will be created for publicising the site. These are important for the launch of SDV, to introduce people to SDV when they are new to the service, and to have at conferences, seminars and exhibitions to distribute.

While it is not envisaged that there will be a need to go through the whole process of producing these offline materials again at later stages post-launch, other ad-hoc marketing material (most likely flyers, or materials for events) will be produced as the need arises. (There will also be possible amendments to the original ones in subsequent print runs.) In addition, brief hardcopy versions, either in printed newsletter format reports or small mini-reports, may be produced if there is deemed to be a need. Again reports could be split to target different audiences. These would be very useful for dissemination at events.

**Online marketing** material will also be produced. It is envisioned that these will be mostly PDF documents available for download as well as electronic versions of the above offline publicity materials, again in PDF format.

## 1.6 Funding Channels

It is anticipated that funding channels for the site will be divided into a number of categories. These funding channels must abide by the spirit and purposes of [www.socialdialogue.net](http://www.socialdialogue.net)

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vision, objectives, and plan of action. This will be agreed on in a legal binding annual contract. The decision on the selection and agreement of such channel shall go through a prescribed protocol of evaluation before final approval from **EC** and **SDV Team**.

### **1.6.1 Major Endorser**

European Commission

### **1.6.2 Subscribers**

These may be, for example, social partner organisations, corporations, public bodies, NGOs.

### **1.6.3 Major "Silent" Sponsors**

These may include companies that are active in the field of Corporate Social Responsibility, and/or the IT sector, and especially those companies that actively sponsored the European Year of People with Disabilities 2004.

### **1.6.4 Site Sponsorship**

Securing sponsorship can add the resources to the budget needed for the promotion of SDV. It can also give credibility to the site as a whole. This process however is a process which requires determination, conviction and persistence. In order to acquire site sponsorship from any of the aforementioned funding channels a clear sponsorship agreement will be prepared.

The steps to be taken to attract sponsors will be as follows:

- We will draft and agree sponsorship guidelines with the European Commission.
- We will draw up a list of potentially interesting sponsoring companies;
- We will endeavour to match potential sponsors with appropriate activities (for them and to meet our needs);
- Develop sponsorship packages. The packages will contain detailed information about the site, its objectives and its users, the type of sponsorship sought, and what the sponsor is offered in return for support;
- Make initial contact with the potential sponsors. The first impression made is very important. We recommend that this be done through a letter from a high-ranking official such as the Head of the DG EMPL ESF and Readaptation Unit.
- If the potential sponsor is interested, they will be sent the sponsorship package, and they will be invited for further discussion and a presentation with EC, if required.

When developing sponsorship packages, the following will be taken into account:

- The **SDV Brand Identity** - The potential sponsor will want to associate itself with a respectable, valuable and known set of values, concepts and ideas – the SDV identity.
- **Audience** - The target audiences must coincide with those of our potential sponsor.
- **Benefits** - Companies sponsor projects to improve communication with their target audience. We need to clearly define why SDV will help them do this.

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There are many different areas of the campaign where sponsorship would be useful. However, we believe it will better to be strategic and to concentrate on two areas where sponsorship would add most value - both for the campaign and for the sponsor. We believe that sponsors would add most value by providing on- and offline advertising space and search engine power.

### **1.6.5 Advertising Space**

The enormous cost of media space means that internet sites rarely have the means to advertise in the mass media. Generating widespread awareness and interest in the site amongst the general public would be considerably easier if we could acquire media space in local, regional and national media.

We will target companies whom we know have an active interest in SDV issues. Target companies will be asked to sponsor a series of advertisements in the national print media. These ads will announce the launch of SDV. The ads will be produced by the SDV Team and will contain a text such as: "This ad has been supported by XXX".

## **1.7 Internal Marketing Activity to Other ESF Article 6 Projects**

The overall aim of the internal marketing activities is to involve the internal ESF Article 6 community as much as possible in SDV and encourage its uptake, with the result that there is much greater interaction between them and the external SDV community. It will be imperative that the internal community is wholly aware of SDV and the services it offers, and see it as a complimentary, non-competitive resource, there at their disposal and for them to use and take advantage of. It is imperative for the success of the SDV that projects are encouraged to present all aspects of their project which in their own view could be beneficial to attain the full exploitation and innovation potential of their developments, and to attract the attention of third parties.

The internal marketing campaign will at launch initially concentrate on building presence, identity and visibility for SDV within the Commission and ESF Article 6 projects; create goodwill among these same groups; communicate the services for their benefit that are available on SDV; position SDV as an effective, interactive resource there for information exchange and dissemination.

### **1.7.1 Internal Marketing Efforts - Launch**

Prior to launch, the tenderer will engage in a number of internal marketing efforts including:

- Preparing internal marketing materials.
- Establishing communication with other ESF Article 6 projects that are deemed high-priority.
- Establish liaison via the SDV Editor

It is envisaged that the SDV will involve the following Internal Marketing efforts:

- Dissemination of marketing materials.

### **1.7.2 Internal Marketing Efforts – Ongoing Activities**

During the running phase of the SDV, the service will be actively promoted to all those Commission Services with which SDV might come into contact or may have an interest in the SDV area.

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### ***1.7.3 Communication with ESF Article 6 Projects***

The project promoter and partners will project SDV as a mutually beneficial win-win, so that ESF Article 6 Projects' members will visit the site regularly and use its information and services, as well as provide information and news for publication on the vortal. This objective will be achieved by:

- Working with the individual ESF Article 6 projects in promotion and awareness-building.
- Helping to promote individual ESF Article 6 through SDV, for example by publishing their documents on-line and highlighting their results in "Off the press" and "Best practice" areas of the Vortal.

## **1.8 Public Relations Service for SDV**

A well functioning information service will reach both members of the press as well as the other relevant groups: general audience, researchers, policy makers that could be interested in the SDV. Many projects have limited experience in promoting their own services. Within the SDV's Editorial Team, a number of services will be provided in order to generate and maintain the SDV community.