

## TOOL FOR THE IMPROVEMENT OF COMMUNICATION SKILLS

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(WP 2, Activity A.T2.1)



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## ARTISTIC

### I. GOALS AND AIMS

The main goal of the tool is to provide local actors and external entities/individuals with the versatile and comprehensive service, enabling to gain skills in communication with ICH environment and investors, which will result in increased awareness of the role of communication nowadays, in effectiveness of activities taken in this regard, better access to data and information necessary to make optimal business decisions, that ensure the sustainability of ICH projects, while maintaining high standards in terms of confidentiality, privacy and consistency of the information provided.

The communication tool is created to support work of Mediators and ICH Desk points and enable them to efficiently support ICH actors by offering an individualized approach to each local/regional/national actor at every stage of service delivery. The specificity of ICH determines specific ways of social communication, in which both traditional and modern forms of communication (including electronic one). The service methodology allows offering ICH actors possibility of increasing their awareness, knowledge and skills on efficient ICH projects/ideas communication (promotion and providing proper visibility of ICH initiatives/projects), regardless of their applicable level of advancement in a given topic.

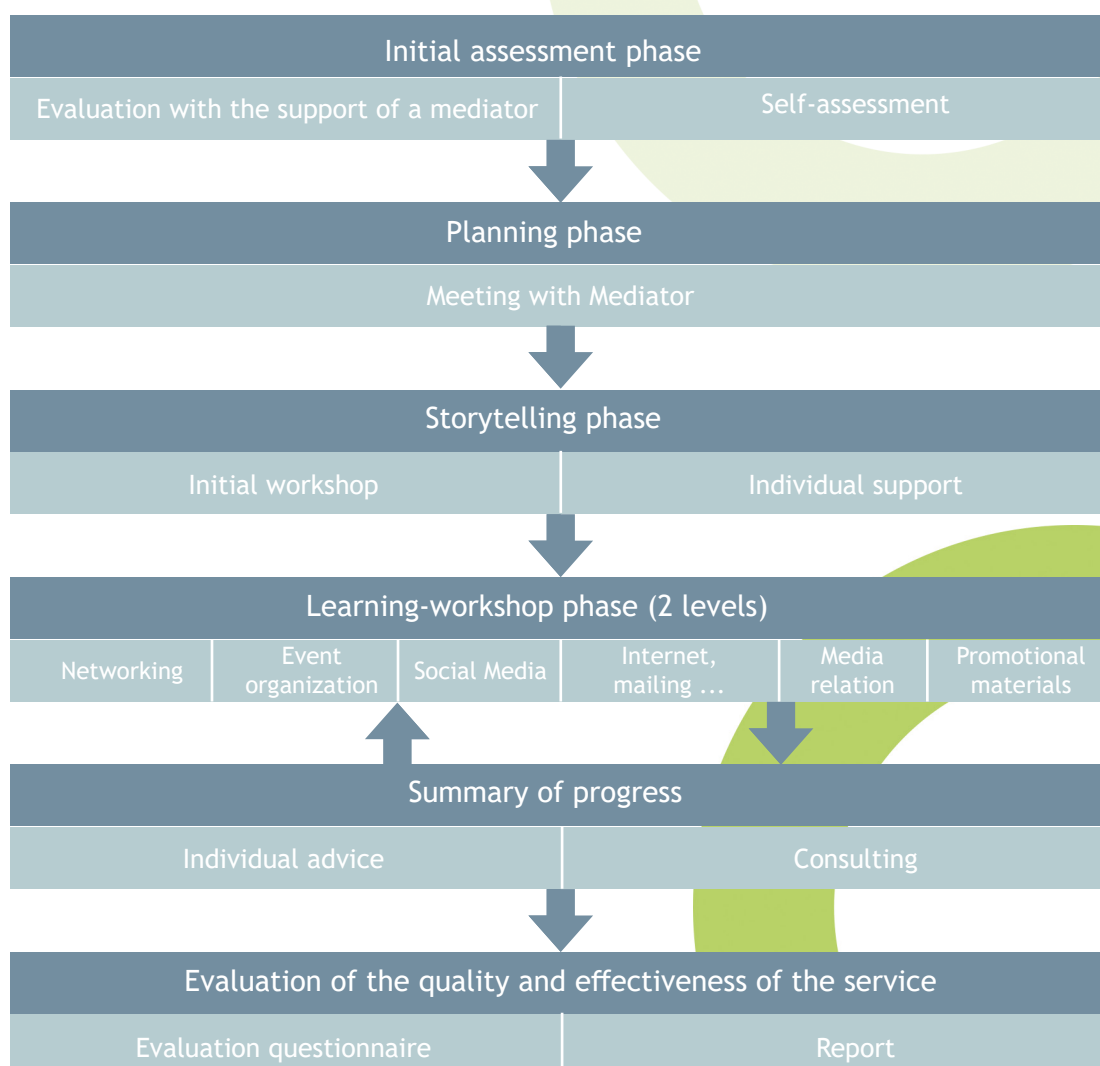
The aim of the tool is to increase and improve communication skills of local Intangible Cultural Heritage (ICH) actors to help them with shaping a desired and credible image of their activities and ICH projects among the group of investors, as well as among the local/regional/national stakeholders, that can support ICH ideas and/or projects in a complementary way to finance these ventures.

The basic logic of the service is that knowledge and communication skills of the target group can be gained and/or improved by following 6 level support system based (depending on the level of the service) on the elements of self-assessment, workshops, advisory / consulting support provided and / or supervised by Mediator, including evaluation of the quality of the service and satisfaction of ICH actors, evaluation of the ICH actors' knowledge and skills increase after using the service, evaluation of the adequacy of the service to ICH needs.



## II. WORKFLOW OF THE SERVICE

The main goal of the tool is to provide local actors and external entities/individuals with the versatile and comprehensive service, enabling to gain skills in communication with ICH environment and investors, which will result in increased awareness of the role of communication nowadays, in effectiveness of activities taken in this regard, better access to data and information necessary to make optimal business decisions, that ensure the sustainability of ICH projects, while maintaining high standards in terms of confidentiality, privacy and consistency of the information provided.





## 1. INITIAL ASSESSMENT PHASE

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The initial assessment phase is aimed at defining the degree of assessment of the skills and competences of a creator of Intangible Cultural Heritage in the field of communication skills. The scheme of proceedings allows this part to be carried out alone or with the help of a Mediator. Regardless of the decision of the client regarding self-fulfilment or cooperation with a Mediator, this phase consists in completing the diagnostic sheet, which was prepared both in electronic form (Excel spreadsheet) and printed.

## 2. PLANNING PHASE

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The aim of the planning phase is to assist the client with regard to the arrangement of the Action Plan based on the needs indicated by the client in the Diagnostics Sheet and resulting from individual meetings with the Mediator (additional individual consultations are optional). Answers should be recorded in the specially designed sheet, which will help in customizing the course of the service to the needs of the client.

The next step is to draw up a list of the client's goals using the goals worksheet. The goals agreed with the creator of ICH should be entered in the appropriate window of the goals worksheet (in printed or electronic form). Next, the date for achieving the goals and the reference value (target value) should be specified. The „Value” column should be empty, its completion will take place in the summary phase.



### 3. STORYTELLING PHASE

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In this part of the process, every local actor (client) will become familiar with the rules of creating a narrative about his creative work. The storytelling workshop is planned for a proposed minimum of 5 clock hours (1 day) and a maximum of 12 clock hours (2 days) - depending on the number of participants in the workshop, the level of their knowledge, skills and needs. During the workshop, the client will learn how to construct stories about his creative work, so as to create a basis for creating interesting content in social media, for public appearances, face-to-face meetings, as well as output scenarios for audio-visual materials. The workshop participant will learn:

- how a story affects the recipient,
- why it is worth using the creation of stories in business activities,
- what the basic elements of a story's construction are and how to use them,
- what the types of storytelling are,
- how to take a critical approach to a story created and improve it.

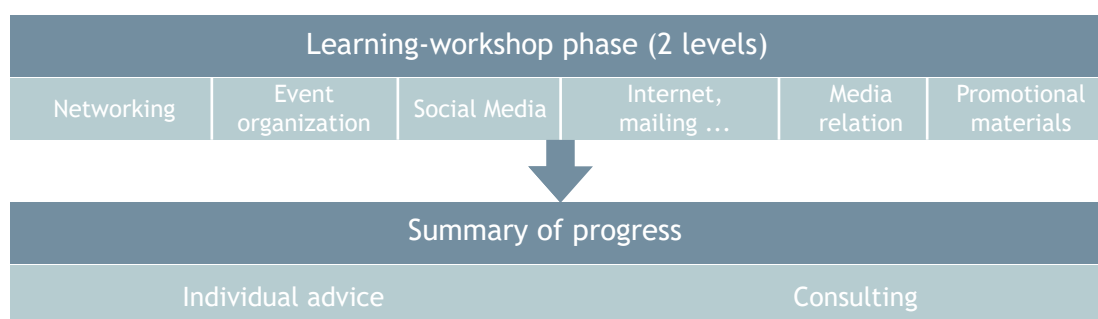
The role of the the Mediator or workshop leader is to encourage the effort to create a narrative, so that during the workshop each participant will create at least one story. Particular attention should be paid to the presentation of critical (but constructive) remarks. The workshop should form a conviction in the participant that the correct creation of his own story is the basis of the communication process with their environment. These contents do not have to be perfect, but what counts is the emotional expression and authenticity of the resulting content, which can have a stronger impact on the recipient.

The workshop materials include many references to video files on the Internet. They are mostly based on film images and affect the recipient even without additional information and explanations. Most of them are English-language films or with English subtitles. It is recommended to search for equivalents of these video materials in the national language in which the workshop will be run, so that the language barrier does not limit the correct reception of the content, or discuss the presented materials with the participants of the workshop. This task requires the Mediator or the person conducting the workshop to be sensitive and adequately predict the impact of the material presented on the recipient.



## 4. LEARNING - WORKSHOP PHASE

This phase consists of 6 workshops, each of which is divided into a basic and an extended part (2 levels of advancement). Participants who have passed the basic workshop and received a summary of progress from the Mediator, and want to further expand their skills in the same workshop subject, will be able to take advantage of the workshops at the extended level.VV



### 4.1.NETWORKING



The participant of the networking workshop will learn how to consciously create a network of business contacts. The participant will learn:

- the advantages of network building,
- the operating principles for various groups of recipients,
- the methods of making contacts used for networking.

In the extended part, workshop participants will get acquainted with the idea and basic concepts related to the crowdfunding.

Information and educational materials have been developed for these thematic workshop.



## 4.2. EVENT ORGANISATION

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This workshop aims to prepare participants for independent organization of events, above all of a cultural nature. After the workshop, the participant will be able to create the necessary concept documents and plan the activities necessary to implement the event. In the basic part, obligatory tasks that should be done to prepare an event will be discussed, i.e. concept, budget and schedule. The issues related to obtaining partners and sponsors of an event will also be described. In addition, issues related to the regulations and necessary records, what should be included in them, as well as the development of the scenography of the event will be discussed.

The extended part contains a description of the elements regarding the organization of an event that should be considered and implemented in order to organize the event, but their absence will not cause the event itself to be endangered. This version will discuss the issues of obtaining media patrons, call centres, invitations and mailings, reporting and obtaining possible references. The extended version of the materials also includes an overview of the organization of events on the Internet, including the creation of live broadcasts on the social networking sites Facebook and YouTube. In the last case, step-by-step activities were described, how to prepare technically, and how to make the correct settings in the panels to successfully prepare a transmission.

Information and educational materials have been developed for these thematic workshop.



## 4.3. SOCIAL MEDIA

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The „Social Media” workshop deals with issues related to social media. Although it focuses mainly on Facebook, it also discusses other portals of this type, such as Instagram, LinkedIn and Twitter. Workshop participants will gain knowledge in the field of setting up accounts and managing profiles on these platforms. Additionally, when discussing Facebook, configuration of the Messenger application is also presented.

The extended part presents issues related to analysis of statistics on Facebook - participants will learn to assess the reach, involvement and reactions of users to published posts. In addition, the workshop described the tool for paid promotion of Facebook, which provides effective support for the marketing and communication activities of every professional profile on this platform. All of the knowledge presented will help in the conscious use of communication channels, such as social media, and their most effective use.

Information and educational materials have been developed for these thematic workshop.





## 4.4. INTERNET, MAILING, MANAGEMENT OF WEBSITES

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The workshop „Internet, mailing, management of websites” prepares participants for the efficient use of Internet resources in their activities related to Intangible Cultural Heritage. The basic part will discuss the ways of creating a website and how a server differs from hosting. Elements and features of well-sent marketing e-mails will also be presented. In addition, issues related to a well-prepared newsletter will be discussed. The workshop also includes practical advice on creating content on the Internet. The summary provides ways to increase the number of visits to a website.

The extended part will prepare participants for the issues related to CMS (Content Management System), thanks to which you can easily manage your website. An important role during the workshop is also played by close examination of the rules regarding effective positioning. The whole is complemented by further advice, thanks to which the workshop participants will be able to become acquainted with, among others, the rules for creating photo-reports and infographics.

Information and educational materials have been developed for these thematic workshop.



## 4.5. MEDIA RELATIONS

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The „Media Relations” workshop is designed to prepare its participants to take independent actions in the area of contact with the media. It will present the principles of proper formatting of texts that will be easy to receive. The journalistic genres, such as press release and interview, will also be discussed, as well as issues related to the selection of a proper photograph illustrating our material. The workshop will also explain how to create a database of journalists and how to effectively distribute our information. Thanks to this knowledge, the participants of the workshop will be able to prepare and distribute press materials that will have a good chance of being published in the media.

The extended part will cover issues that are not directly related to the creation of content, but are still important activities in the field of Media Relations. It will be shown how to create long lasting and fruitful relations with editorial offices, as well as the principles of media monitoring. Finally, the principles of effective crisis communication will be explained, which will be useful during the most difficult moments of media relations. In this part the workshop participants will acquire skills that allow them to build and take care of their image and those of entities they represent.

Information and educational materials have been developed for these thematic workshop.



## 4.6. PROMOTIONAL MATERIALS

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The „Promotional materials” workshop prepares participants for the conceptual development of promotional materials. The basic part will discuss their basic forms and application: business cards, leaflets, posters, billboards, roll-ups and promotional gadgets. Elements and features of a well-designed logo will also be presented. In addition, issues related to the use of graphics found on the Internet will be discussed - where they can be obtained legally, what the issue of copyright looks like, what Creative Commons licenses are.

The extended part will prepare participants to cooperate with a computer graphic designer in the field of graphic materials design. Basic technical issues related to computer graphics will be discussed: division into raster and vector graphics and graphic file recording systems. The principles of colour composition and their symbolic meaning will be explained, as well as the difference between serif and sans-serif fonts. As a result, the participants of the workshops are to be prepared for fruitful and harmonious cooperation with a computer graphic designer who will prepare the ordered promotional materials.

Information and educational materials have been developed for these thematic workshop.



## 5. SUMMARY OF PROGRESS

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After completing a part related to the workshop, the progress of the workshop participant is summarized. For this purpose, a sheet of goals created before the start of the support path within the service will be helpful. In order for the whole to take place correctly, the „Value” column should be completed according to the actual state of the activities carried out. Then it is possible to analyse the results achieved by local actors using the service, by identifying the actions whose performance presented the least and the most problems, and think about what could be improved at the points that require it.

## 6. QUALITY OF SERVICE

### 6.1. EVALUATION QUESTIONNAIRE

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The evaluation questionnaire is an important point in the assessment of the service by the client. Questions in the survey refer to the assessment of the overall course of the service, as well as the detailed assessment of individual workshops in which the participants took part. They are based on ordinal scales, which makes it possible to evaluate each of the indicators on a five-point scale. The whole is supplemented by a test of knowledge, which is designed to test the knowledge that participants of every form of support within the service have gained.

### 6.2. REPORT

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The materials concerning the report of each participant consist of the following completed documents: diagnostic sheet, needs worksheet, goals worksheet and an evaluation questionnaire.

#### ANNEXES

- Mediator's Manual
- Diagnosis Worksheet - excel file
- Evaluation questionnaire
- Storytelling - workshop materials
- Networking - workshop materials
- Event organisation - workshop materials
- Social media - workshop materials
- Internet, mailing, management of websites - workshop materials
- Media relations - workshop materials
- Promotional materials - workshop materials



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