



Digital Strategies for Educational Project Promotion

Day 1: Introduction to Project Promotion in Educational Institutions

Objectives:

- Understand the importance of promoting educational projects.
- Identify target audiences and communication channels.

Sessions:

1. **Why Promote Educational Projects?**
 - Benefits for institutions, educators, and stakeholders.
 2. **Target Audiences and Goals**
 - Internal (students, teachers) vs. external (parents, local community, policymakers).
 3. **Introduction to Digital Tools for Project Promotion**
 - Overview of tools: social media platforms, websites, newsletters.
 4. **Workshop:**
 - Analyze case studies of successful project promotions.
-

Day 2: Foundations of Digital Communication

Objectives:

- Develop effective messaging strategies.
- Understand visual and textual communication principles.

Sessions:

1. **Storytelling in Education**
 - Crafting engaging narratives around projects.
2. **Creating Compelling Visual Content**
 - Basics of graphic design for non-designers using tools like Canva.
3. **Effective Use of Social Media**
 - Choosing the right platforms and content strategies.
4. **Workshop:**
 - Design a social media post for a sample project.



Day 3: Tools for Online and Offline Promotion

Objectives:

- Learn about tools for creating online and offline materials.
- Explore strategies for blended promotion.

Sessions:

1. Online Platforms for Promotion

- Creating project websites with Sway from Office 365.
- Managing email campaigns with tools like Mailchimp.

2. Offline Promotion Strategies

- Designing posters, flyers, and banners with Canva.
- Engaging local media and organizing events.

3. Combining Online and Offline Approaches

4. Workshop:

- Create a promotional poster and a corresponding online post.
-

Day 4: Utilizing AI in Project Promotion

Objectives:

- Discover AI tools for content creation and management.
- Learn to enhance promotional strategies with AI.

Sessions:

1. Introduction to AI in Education

- Overview of AI tools: ChatGPT, MidJourney, Synthesia.

2. Content Creation with AI

- Writing promotional content, generating visuals.

3. AI for Video Content

- Creating engaging videos with AI-based tools.

4. Workshop:

- Generate promotional text and visuals for a project using AI tools.
-



Day 5: Engaging Stakeholders and Building a Network

Objectives:

- Develop strategies for stakeholder engagement.
- Build and maintain networks for project sustainability.

Sessions:

1. **Identifying Key Stakeholders**
 - Local, national, and international stakeholders.
 2. **Strategies for Engagement**
 - Collaborative activities, interactive sessions.
 3. **Networking Tools and Platforms**
 - LinkedIn, partnerships, and professional groups.
 4. **Workshop:**
 - Create a stakeholder engagement plan for a project.
-

Day 6: Measuring Impact and Gathering Feedback

Objectives:

- Learn to measure the effectiveness of promotional activities.
- Develop feedback mechanisms for continuous improvement.

Sessions:

1. **Defining Success Metrics**
 - KPIs for online and offline campaigns.
 2. **Feedback Collection Techniques**
 - Surveys, interviews, and focus groups.
 3. **Analyzing and Presenting Data**
 - Tools for data visualization and reporting.
 4. **Workshop:**
 - Create a feedback survey and analyze sample data.
-



Day 7: Finalizing and Presenting a Promotion Plan

Objectives:

- Create and present a comprehensive promotional strategy.
- Receive peer feedback and refine approaches.

Sessions:

1. **Bringing It All Together**
 - Integrating digital tools, AI, and stakeholder strategies.
 2. **Best Practices for Presentation**
 - Structuring and delivering an effective plan.
 3. **Group Presentations:**
 - Teams present their promotional plans.
 4. **Feedback and Discussion:**
 - Peer and trainer feedback for improvement.
-

Outcome:

Participants will leave with a fully developed, actionable promotional plan for their educational projects and activities, leveraging digital tools and AI. They will also gain confidence in engaging stakeholders and measuring the impact of their efforts.