



Initial PR-plan Norway

Keywords regarding PR and the ICT for SMEs project.

Note: This is the plan that was developed in the early phases of the project in autumn 2003.

1. Aim

To create local and regional awareness and interest towards the project, so that its contents and purposes becomes well known among the target groups we wish to reach.

2. Package

Press release statements adapted for each local media and channels.

Please note: It is not sufficient with a general content. It should be specific.

Pictures from international regional and local stakeholders

Remember logos and other promotional material

All material should be collected and put in the press package.

Please note! Remember that names of key persons makes it easier for the media to follow-up.

Create a separate media press release concept for the two main channels (NRK, TV2) and local TV and radio. Check if material from international partners is available.

3. Key words for content.

3.1. First media influence.

Provide a good background for the project. See to it that it becomes interesting to follow the progress of the project. Present the aims and emphasise the what opportunity this is for the SME to become part of something that may bring them forwards, and that this is a better occasion than acting independently. Present the meaning and impact of the collaboration aspects embedded in the term "learning regions."

See to it that the maximum number of stakeholders becomes interested in knowing what enterprises take part in this, and then in the next round who will actually take part after the selection and how they benefit from it.

The release of the project. Underline the importance and greatness of the "the little things". This is a big project with a big budget, and the importance for Rogaland as a region with well developed infrastructure, a positive political climate looking forwards and strengthening the work in innovation and new ways of thinking.

It is a project targeted towards the small and medium sized companies outside the larger city centres.