



Interreg
Italy - Croatia
TEMPUS



EUROPEAN UNION

TEMPoraryUSes as start-up actions to enhance port (in)tangible heritage

D2.2.1 PR campaign to engage general public

Document control

Deliverable	D2.2.1 PR CAMPAIGN TO ENGAGE GENERAL PUBLIC
Due month	March 2023
Delivery date	03/2023
Document status	Draft 01
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Reviewers	

Revision history

Version	Date	Author(s)	Comments
V1.0	10.03.2023.	[Name Surname]	Draft version
V2.0			

Contents

1. INTRODUCTION.....	4
2. PR CAMPAIGN- VE Visibility Plan.....	5
3. PR CAMPAIGN- Media announcements (online portals), in the occasion of the launching of the VE.....	6
4. PR CAMPAIGN- PROMOTION OF THE EXHIBITION HELD IN RIJEKA IN AUGUST 2021	7
5. REPORT ON REACH AND VISITORS NUMBER	10

1. INTRODUCTION

It's a very challenging task to stand out from the crowd, to be seen and noticed, especially in our modern days when everybody's fighting for various types of attention for various purposes. Public relation in that sense is also a very challenging activity and has to be well-planned to achieve its goal. Most time of the project implementation period was suffering from the pandemic Covid-19 effects and many restrictions such as a gathering of bigger groups of people which also affected the public relation campaign in the way that it was necessary to shift it into a virtual world where those days all happenings were going on.

At the beginning of the project, it was planned to organize the PR campaign to attract the general public on the occasion of the project exhibitions, so we kept that plan and start our PR campaign on the occasion of the launching of the first exhibition.

The PR campaign consisted of a variety of activities that served a specific purpose, to raise the VE visible and at the end of the TEMPUS project. To achieve that goal the plan to be followed to keep the right direction with the campaign and to help publicize the virtual exhibition was prepared.

On the day of the launching of the exhibition online it was sent a press release and an article on that was published on a few online portals. One month later at the Rijeka's' main square was held a press release was covered by the media. On that occasion of the formal launching of the exhibition, Nikolina Radić Štivić, director of the Maritime and Historical Museum of the Croatian Littoral Rijeka, Nikša Mendeš, museum advisor, one of the authors of the exhibition, Maritime and Historical Museum of the Croatian Littoral Rijeka, Sandra Krpan, Deputy Mayor of Rijeka and Petar Mamula , Deputy Prefect of Primorje-Gorski Kotar County. shared their impressions about the exhibition and the importance

of such projects and activities. During the period of a few months in continuum, various announcements on the project's social media channels were published in relation to each part of the exhibition and each pilot site.

To support project partners in preparation of the press releases, invitations, announcements and other materials for PR campaign were prepared templates and partners were encouraging to keep media list updated.



31_12_2020_Press
Relase Template_final



Media engagement
plan.pdf



31.12.2020_Media_cl
ipping_example.xls



31_12_2020_Invitatio
n Example.doc

The Virtual exhibition FLUXES is posted on the platform www.myportheritage.eu on 31 of December 2020.

2. PR CAMPAIGN- VE Visibility Plan

The first step was to prepare the time schedule with actions in relation to each of the pilot sites, to be followed for better reaching the set goal of the continuous promotion via Project social media which during the pandemic time was the most "visited" place of the general public.



VE Visibility Plan.xls

The report on action during the 6 month period of the campaigne



VE Visibility Plan
with taken activities

All links to the project social media annoucements;

TEMPUS Facebook

<https://www.facebook.com/111303133765461/photos/pb.100050878583527.-2207520000./234568988105541/?type=3>

<https://www.facebook.com/111303133765461/photos/pb.100050878583527.-2207520000./234380471457726/?type=3>

https://web.facebook.com/permalink.php?story_fbid=240182917544148&id=111303133765461
https://www.facebook.com/permalink.php?story_fbid=240182917544148&id=111303133765461&c=1&rdr
<https://fb.watch/v/1weQmgkj/>
<https://web.facebook.com/111303133765461/posts/247114683517638/?rdc=1&rdr>
<https://web.facebook.com/111303133765461/posts/270188957876877/?rdc=1&rdr>
<https://web.facebook.com/111303133765461/posts/274561684106271/?rdc=1&rdr>
<https://web.facebook.com/watch/?v=473978066982940&rdc=1&rdr>
<https://web.facebook.com/111303133765461/posts/285984449630661/?rdc=1&rdr>
<https://web.facebook.com/111303133765461/posts/286445942917845/?rdc=1&rdr>
<https://web.facebook.com/111303133765461/posts/295904418638664/?rdc=1&rdr>
<https://web.facebook.com/111303133765461/posts/332273055001800/?rdc=1&rdr>
<https://web.facebook.com/watch/?v=4310546865701438&rdc=1&rdr>

TEMPUS LinkedIn

<https://www.linkedin.com/feed/update/urn:li:activity:6753590978092789760>
<https://www.linkedin.com/feed/update/urn:li:activity:6754486425397297153>
<https://www.linkedin.com/feed/update/urn:li:activity:6754882725448163328>
<https://www.linkedin.com/feed/update/urn:li:activity:6757725792765009921>
<https://www.linkedin.com/feed/update/urn:li:activity:6786264719020855296>
<https://www.linkedin.com/feed/update/urn:li:activity:6798516917465317376>
<https://www.linkedin.com/feed/update/urn:li:activity:6815871576492277760>
<https://www.linkedin.com/feed/update/urn:li:activity:6815874476182409216>

TEMPUS Instagram

<https://www.instagram.com/p/CJzCS7ehwOG/>
<https://www.instagram.com/p/CJ3-p0Bh83y/>
<https://www.instagram.com/p/CJ3-bQBdE5/>
<https://www.instagram.com/p/CJ9hB9kh1Hk/>
<https://www.instagram.com/p/CKQ1Xwoh94p/>
<https://www.instagram.com/p/CMFMzC-hT6j/>
<https://www.instagram.com/p/CMFNy3AhuoX/>
<https://www.instagram.com/p/CMzQO4nh-nB/>
<https://www.instagram.com/p/CNciZH2hJb-/>
<https://www.instagram.com/p/CQvtdpLBKTR/>
<https://www.instagram.com/p/CQvuV-2BwwV/>

3. PR CAMPAIGN- Media announcements (online portals), in the occasion of the launching of the VE

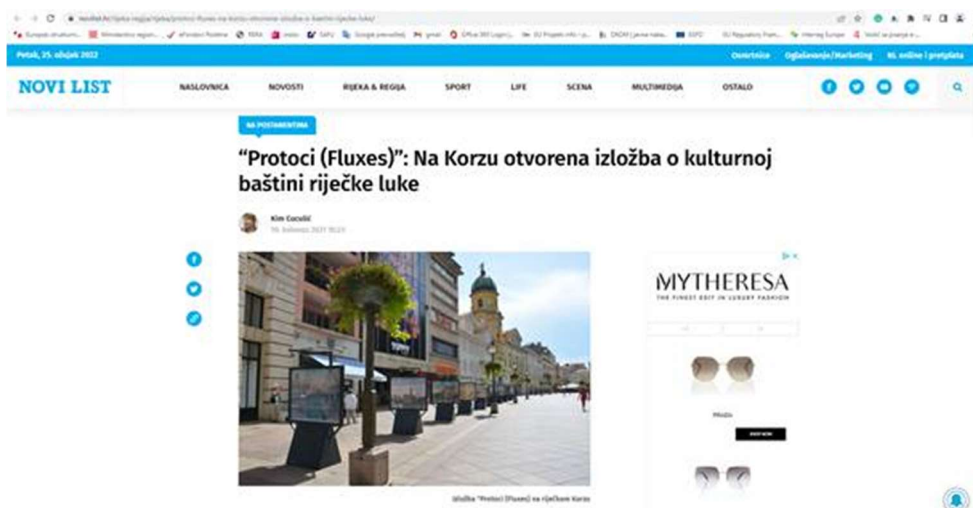
- <https://morski.hr/2020/12/31/virtualna-izlozba-urbana-obnove-lucke-bastine-u-jadranskom-moru-u-sklopu-medunarodnog-projekta-tempus/>

- <https://dalmatinskiportal.hr/zivot/virtualna-izlozba-urbana-obnova-lucke-bastine-u-jadranskom-moru-/84612>
- <https://more.slobodnadalmacija.hr/om/sa-svih-strana/posjetite-virtualnu-izlozbu-urbana-obnove-lucke-bastine-u-jadranskom-moru-1068083>
- <https://www.dalmacijadanas.hr/virtualna-izlozba-urbana-obnove-lucke-bastine-u-jadranskom-moru-u-sklopu-medunarodnog-projekta-tempus/>
- <https://www.pomorskodobro.dalmacija.hr/u-fokusu-lanak/ArtMID/3450/ArticleID/29612/Virtualna-izlo%5c%beba-Urbana-obnova-lu%4%8dke-ba%5%a1tine-u-Jadranskom-moru-u-sklopu-me%4%91unarodnog-projekta-Tempus>

4. PR CAMPAIGN- PROMOTION OF THE EXHIBITION HELD IN RIJEKA IN AUGUST 2021

The event has been covered by the media, it was written in regional paper Novi List and at local online portal Moja Rijeka.

Link at NOVI LIST: <https://www.novolist.hr/rijeka-regija/rijeka/protoci-fluxes-na-korzu-otvorena-izlozba-o-bastini-rijecke-luke/>

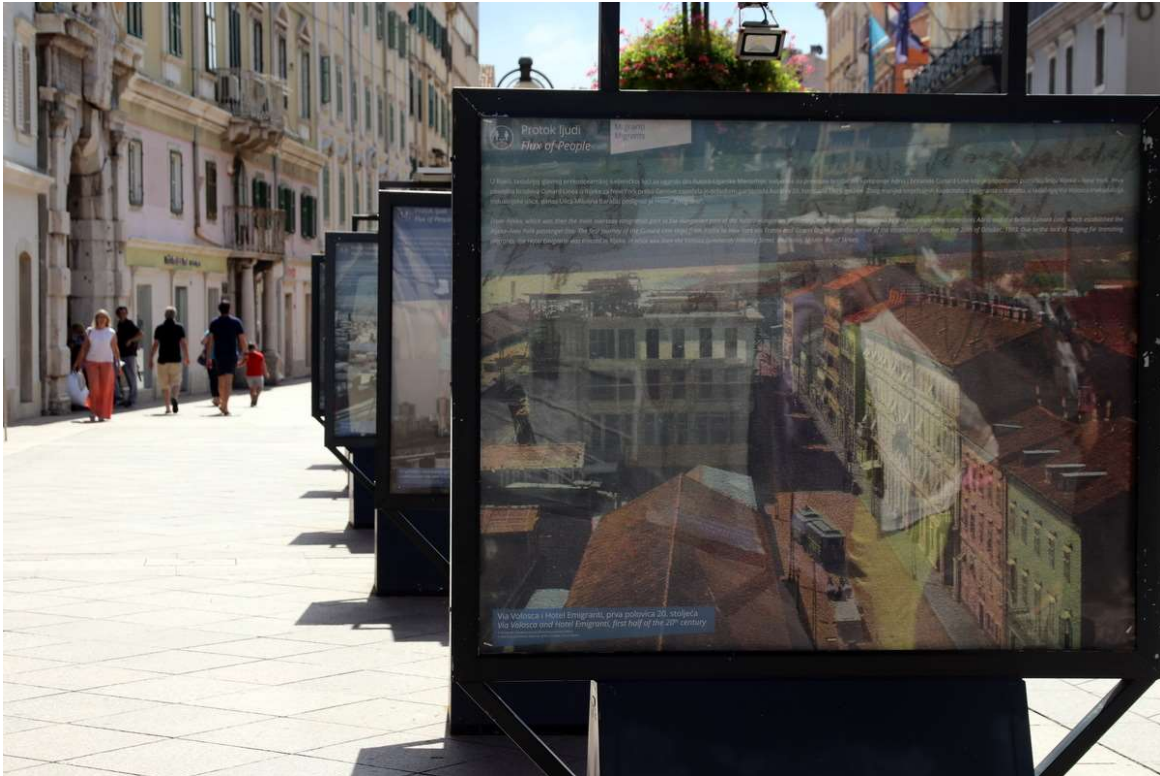


Link at Moja Rijeka post: <https://www.mojarijeka.hr/izlozba-protoci-o-razvoju-i-povijesti-rijecke-luke/>



Photos of the exhibition:







5. REPORT ON REACH AND VISITORS NUMBER



report.pdf