

# MEDIATOR'S MANUAL

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Support materials

Version 1  
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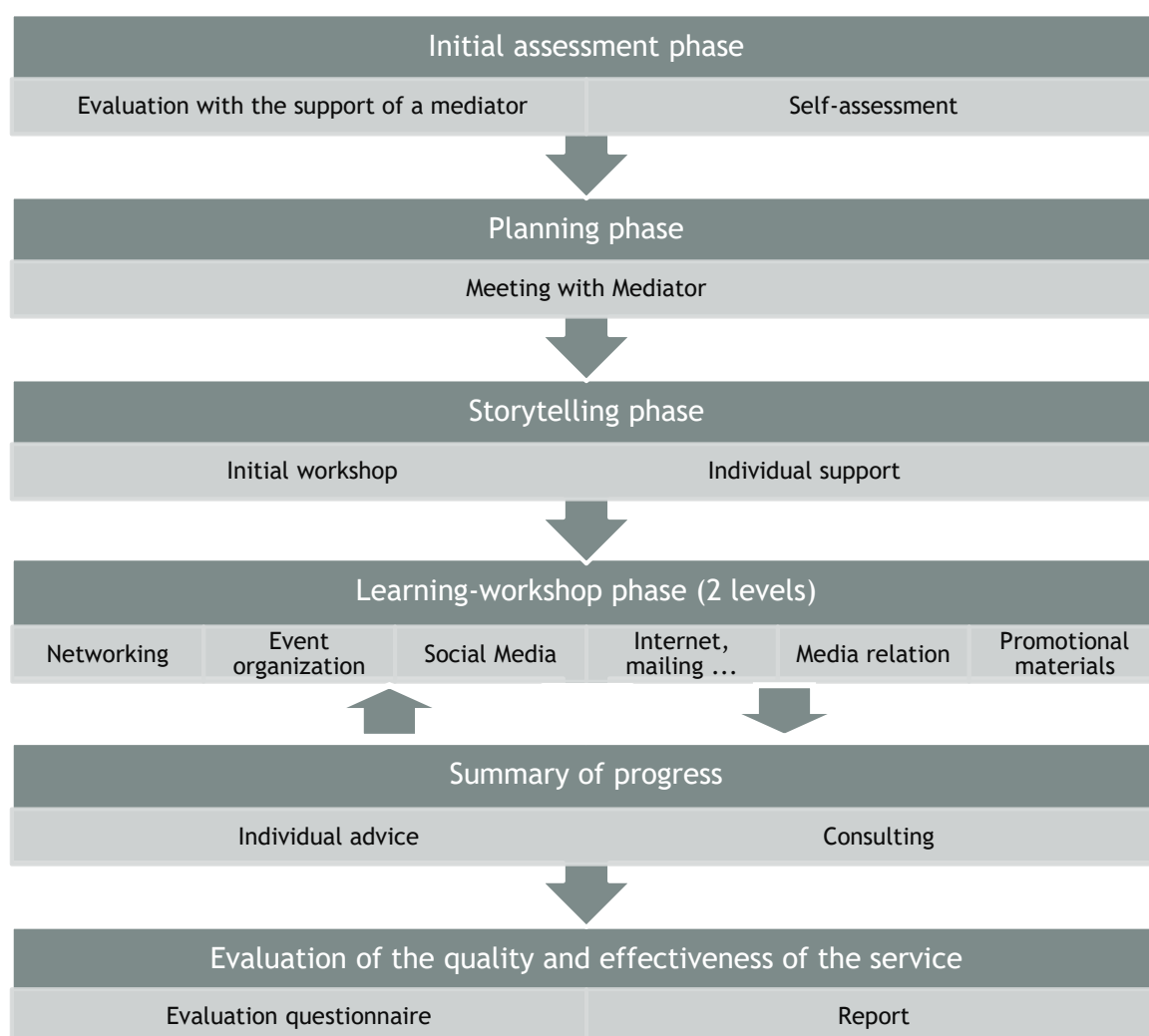
## Introduction

This manual is an introduction to a tool for improving communication skills - it explains the course of the entire service and facilitates the correct use of individual materials that are part of this tool.

It contains a number of tips for each stage of the service, including:

- the general scheme of support for people using the service,
- a description of the course of each stage of the service,
- instructions on how to complete the diagnostic worksheet in printed form and in Excel, the needs worksheet and the goals worksheet,
- description of particular forms of support within the service, including workshops within modules: Storytelling, Social media, Internet, mailing, management of websites, Promotional materials, Media relations, Organization of events, Networking, along with tips to help you prepare and carry them out,
- a support scheme as part of consultancy and individual consultations as well as evaluation of service quality and its effectiveness (evaluation questionnaire, report).

# 1. Workflow



## 2. Initial assessment phase

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.

### 2.1. Self-assessment

In the case of self-assessment, the client fills in the grey areas of the sheet. Each answer is given as a percentage, which is entered in accordance with the following guidelines.



Figure 1. A diagnostic sheet for self-completion in printed form

Using the scale given next to it, enter the value corresponding to the skills of the project participant

The indicator is the average from lines 4 to 9

If the result obtained is higher than 100%, enter 100%

The percentage of the indicator is calculated after dividing the number entered in the "Value" column by the number in the "reference value" column and multiplying by 100.

All of the fields in the "Value" column should be filled in according to the scale given next to it. In the absence of a given skill, enter 0 in the "Value" field

Lp	Wskaźnik	Pytania diagnostyczne	Skala	Wartość	Wartość odniesienia	UWAGI
1	Informacyjnie	Proszę powiedzieć, jak długo zajmuje się Pan/i niematerialnym dziedzictwem kultury?	Liczba lat	5	Nie dotyczy	
2	Informacyjnie	Proszę powiedzieć, czy reprezentuje Pan/i organizację?	Tak=1, Nie=0	1	Nie dotyczy	
3	83%	Czy Pana/i organizacja posiada konto na poniższych portalach społecznościowych:			Nie dotyczy	
4	100%	Facebook	Tak=1, Nie=0	1	1	
5	100%	Instagram	Tak=1, Nie=0	1	1	
6	0%	Twitter	Tak=1, Nie=0	0	1	
7	100%	LinkedIn	Tak=1, Nie=0	1	1	
8	100%	Proszę określić średnią miesięczną liczbę postów umieszczanych przez Pana/ią na Facebooku	Skala: 0-10	8	10	Jeśli powyżej 10 wpisz "10" Jeśli nie wiem wpisz "0"
9	113% 100%	Proszę określić ile osób śledzi to, co dzieje się na profilu facebookowym Pana/i organizacji	Skala: 0-500	567	500	Jeśli powyżej 500 wpisz "500" Jeśli nie wiem wpisz "0"
10	55%	Jak ocenia Pan/i swoje umiejętności obsługi poniższych mediów społecznościowych:			Nie dotyczy	
11	80%	Facebook	Skala: 0-10	8	10	
12	70%	Instagram	Skala: 0-10	7	10	Jeśli brak umiejętności wpisz "0" jeśli bardzo wysokie umiejętności wpisz "10"
13	20%	Twitter	Skala: 0-10	2	10	
14	50%	LinkedIn	Skala: 0-10	5	10	



Figure 2. Summary of the diagnostic sheet for self-completion in printed form

Lp	Wskaźnik	OBSZAR	Opis działania
1	40%	Storytelling	Dodaj wartości z kolumny wskaźnik z wierszy Lp. 15,16,17,18 i przedziel przez 4
2	25%	Networking	Dodaj wartości z kolumny wskaźnik z wierszy Lp. 19,24,27 i przedziel przez 3
3	60%	Media Społecznościowe	Dodaj wartości z kolumny wskaźnik z wierszy Lp. 3,8,9,10 i przedziel przez 4
4	75%	Materiały promocyjne	Dodaj wartości z kolumny wskaźnik z wierszy Lp. 29,30,31,32,33,34 i przedziel przez 6
5	50%	Media Relations	Dodaj wartości z kolumny wskaźnik z wierszy Lp. 35,41,42 i przedziel przez 3
6	45%	Internet	Dodaj wartości z kolumny wskaźnik z wierszy Lp. 43,44,45,46,47,48,49,50,51 i przedziel przez 9
7	85%	Organizacja wydarzeń	Dodaj wartości z kolumny wskaźnik z wierszy Lp. 52,53,54,55,56,57,58,59,60,61,62,63 i przedziel przez 12

The percentage of the indicator will be obtained after making the appropriate calculations described in the column "Description of operation"

## 2.2. Evaluation with the support of a mediator

In the case of an evaluation with the support of a Mediator using Excel, the client fills in the grey areas of the sheet according to the instructions given. Each answer is subjected to a percentage recalculation, which indicates the level of the client's skills in each of the given thematic areas.



Figure 3. A diagnostic sheet to be completed using Excel

Arkusz Diagnostyczny						
Lp	Wskaźnik	Pytania diagnostyczne	Skala	Wartość	Wartość odniesienia	UWAGI
1	Informacyjnie	Proszę powiedzieć, jak długo zajmuje się Pan/i niematerialnym dziedzictwem kultury?	Liczba lat		Nie dotyczy	
2	Informacyjnie	Proszę powiedzieć, czy reprezentuje Pan/i organizację?	Tak=1, Nie=0		Nie dotyczy	
3	47%	Czy Pana/i organizacja posiada konto na poniższych portalach społecznościowych:			Nie dotyczy	
4	100%	Facebook	Tak=1, Nie=0	1	1	
5	0%	Instagram	Tak=1, Nie=0	0	1	
6	0%	Twitter	Tak=1, Nie=0	0	1	
7	100%	LinkedIn	Tak=1, Nie=0	1	1	
8	20%	Proszę określić średnią miesięczną liczbę postów umieszczanych przez Pana/ią na Facebooku	Skala: 0-10	2	10	Jeśli powyżej 10 wpisz "10" Jeśli nie wiem wpisz "0"
9	60%	Proszę określić ile osób śledzi to, co dzieje się na profilu facebookowym Pana/i organizacji	Skala: 0-500	300	500	Jeśli powyżej 500 wpisz "500" Jeśli nie wiem wpisz "0"
10	38%	Jak ocenia Pan/i swoje umiejętności obsługi poniższych mediów społecznościowych:			Nie dotyczy	
11	80%	Facebook	Skala: 0-10	8	10	Jeśli brak umiejętności wpisz "0" jeśli bardzo wysokie umiejętności wpisz "10"
12	30%	Instagram	Skala: 0-10	3	10	
13	40%	Twitter	Skala: 0-10	4	10	
14	0%	LinkedIn	Skala: 0-10	0	10	

Using the scale given next to it, enter the value corresponding to the skills of the project participant

The percentage of the indicator will be obtained after making the appropriate calculations described in the column "Values"

All of the fields in the "Value" column should be filled in according to the scale given next to it. In the absence of a given skill, enter 0 in the "Value" field



Figure 4. Summary of the diagnostic worksheet using Excel

Arkusz Diagnostyczny Podsumowanie			
Lp	Wskaźnik	OBSZAR	Opis działania
1	49%	Storytelling	Dodaj wartości z kolumny wskaźnik z wierszy Lp. 15,16,17,18 i przedziel przez 4
2	5%	Networking	Dodaj wartości z kolumny wskaźnik z wierszy Lp. 19,24,27 i przedziel przez 3
3	44%	Media Społecznościowe	Dodaj wartości z kolumny wskaźnik z wierszy Lp. 3,8,9,10 i przedziel przez 4
4	60%	Materiały promocyjne	Dodaj wartości z kolumny wskaźnik z wierszy Lp. 29,30,31,32,33,34 i przedziel przez 6
5	57%	Media Relations	Dodaj wartości z kolumny wskaźnik z wierszy Lp. 35,41,42 i przedziel przez 3
6	35%	Internet	Dodaj wartości z kolumny wskaźnik z wierszy Lp. 43,44,45,46,47,48,49,50,51 i przedziel przez 9
7	23%	Organizacja wydarzeń	Dodaj wartości z kolumny wskaźnik z wierszy Lp. 52,53,54,55,56,57,58,59,60,61,62,63 i przedziel przez 12

The percentage of the indicator reflects the skills of the project participant in the given thematic area



### 3. Planning phase

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 following sheet, which will help in customizing the course of the service to the needs of the client.

Figure 5. Needs worksheet

Arkusz Diagnozy Potrzeb	
Lp	Pytania diagnostyczne
1	<p>Proszę powiedzieć jakie są Pana/i oczekiwania odnośnie obszaru</p> <p><b>ZWIĘKSZENIA ATRAKCYJNOŚCI TREŚCI MATERIAŁÓW MEDIALNYCH</b></p>
2	<p>Proszę powiedzieć, jakie są Pani/Pana oczekiwania odnośnie obszaru PRZYGOTOWANIA</p> <p><b>DZIAŁAŃ ZE WZGLĘDU NA ZWIĘKSZENIE GRONA ODBIORCÓW I POZYSKANIE INWESTORÓW</b></p>

The next step is to draw up a list of the client's goals using the goals worksheet. Below is an example of how to complete the worksheet.

Figure 6. Goals worksheet

Arkusz Celów					
Lp	Obszar	Sprecyzowanie celu	Data realizacji	Wartość odniesienia	Wartość
1	Storytelling	Utworzenie trzech opowieści na temat pracy twórczej max 2500 znaków	2019-02-15	3	
2	Social Media	Założenie fanpage'a swojej organizacji	2019-02-24	1	
3	Social Media	Publikacja 3 postów	2019-03-03	3	
4	Social Media	Publikacja kolejnych 3 postów w okresie tygodnia od 03.03.2019 do 10.03.2019.	2019-03-10	3	
5	Social Media	Publikacja kolejnych 3 postów w okresie tygodnia od 11.03.2019 do 17.03.2019.	2019-03-17	3	

The goals agreed with the creator of intangible culture 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.



When setting goals the Mediator should be guided by the SMART principle, so each goal entered in the section should be:

- *Specific - this means that we have to know clearly what our goal is, it should be clearly specified, defined (what we want to achieve thanks to it). Specificity of the target means precision in describing what we intend to achieve in the future, rather than a detailed presentation of the way in which we want to achieve it. A well-formed goal, according to the Specific principle, means that it is easy to imagine and measure it. It will facilitate further work on other aspects in accordance with the formula S.M.A.R.T. and will allow you to base your goal on specific numbers and sizes. This allows you to follow the progress of its implementation.*
- *Measurable - it is necessary that the project's goal is possible to monitor and measurable. Measurability allows you to clearly determine whether the goal has been achieved<sup>1</sup>. The progress towards the goal can be determined in several ways, e.g. by presenting our stages, giving actual values, or after specifying what the situation will be after reaching the goal.*
- *Achievable - it is very important that people who want to achieve a given goal have the opportunity to obtain the necessary resources needed to achieve it. The reality of the goal can, in this dimension, be characterized by the possession or development of own competences (skills). The resources needed to achieve the goal can be, for example, money, time, materials, people, skills, knowledge, motivation, as well as our self-esteem. At the same time, it is important to ensure that people who are to achieve the set goal have a real impact on its achievement. Achieving the goal should give a measurable benefit (not necessarily material). The goal should also be attractive and ambitious. It is important to take care not to set any ill-considered goals or unambitious goals (which do not give a chance for development)<sup>2</sup>.*
- *Relevant - a goal should be a basic step forward, but should also provide a certain value for the person who will carry it out. The goal should be appropriate and important for the person to effectively pursue its implementation - a person should identify with the goal that he or she sets for himself/herself. At this stage, it is worth creating a list of the skills, knowledge and resources necessary to achieve the goal, and then determine what we have from this list, what we lack and how we can supplement any deficits in these areas.*
- *Time-bound - it is important to set deadlines for achieving the set goals. When setting a goal, you cannot neglect to set a final deadline for achieving it. Thanks to this, the goal is mobilized for action and it is a prerequisite for effective monitoring of its implementation (it gives knowledge of how much time is left to complete the goal and allows for taking possible corrective actions). Determining the exact dates (beginning and end of goal completion, as well as its individual stages) makes it easier to avoid the trap of continually postponing the goal for later. Be careful not to adopt unrealistic assumptions, i.e. that the goal will be achieved in a very short time<sup>3</sup>. Setting too long a time is also disadvantageous because it causes lack of strong motivation to achieve the goal<sup>4</sup>.*

<sup>1</sup> Kozina A., "Formulating problems and goals of negotiations in a company" [in] "UEK Scientific Papers in Krakow", Kraków 2013.

<sup>2</sup> Blanchard K., "Higher level leadership", Wydawnictwo Naukowe PWN, Warszawa 2014.

<sup>3</sup> Janasz K, Wiśniewska J. "Project management in the organization", Warszawa 2014, s. 55.

<sup>4</sup> Puch B., Satrzec J., "The SMART principle", [https://mfiles.pl/pl/index.php/Zasada\\_SMART](https://mfiles.pl/pl/index.php/Zasada_SMART) on 18.01.2018.

## 4. Storytelling phase

In this part of the process, every client will become familiar with the rules of creating a narrative about his creative work. The storytelling workshop is planned for a 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.

### How to prepare

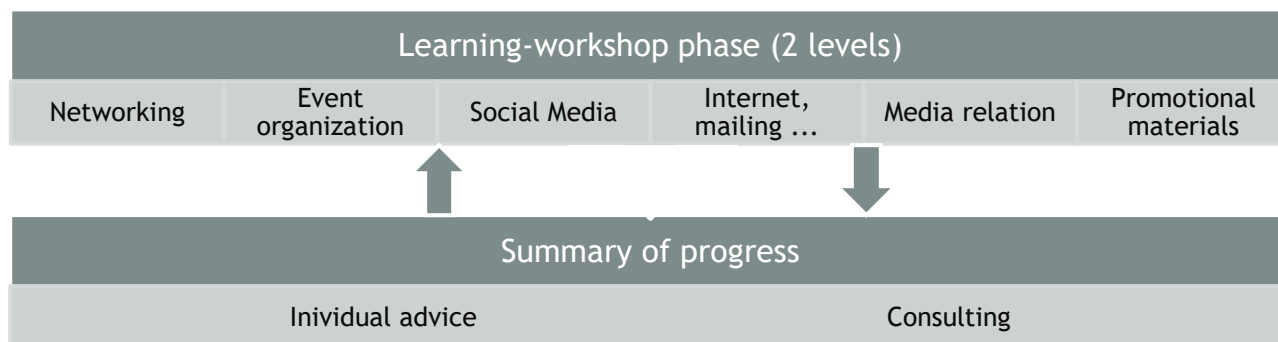
The leader should familiarize himself with the content of the entire workshop material and create a few stories about his work himself. Individual workshop exercises allow both individual work and group consultations. The role of the workshop leader is to encourage the effort to create a narrative, so that during the workshop each participant will create at least one story. Particular attention should be paid to the presentation of critical 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.

## 5. Workshop phase

This consists of 6 workshops, each of which is divided into a basic and an extended part (2 levels). 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.

Figure 7. Workshop phase



## 5.1. Networking

### What is the workshop about?

A participant in 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 crowdfunding.

### How to prepare

When preparing to run a workshop, it is first and foremost necessary to create lists that are as complete and up to date as possible relating to:

- events related to intangible cultural heritage or related industries taking place in the area where it operates, in particular fairs, conferences, carnivals (including local ones), festivals, agricultural exhibitions, etc.,
- cultural support institutions,
- initiatives of local government units regarding culture,
- European projects and programs implemented in the field of culture,
- organizations that network cultural creators.

In the extended part of the crowdfunding workshop, a list of crowdfunding platforms operating in the country where the workshop takes place should be created, with particular reference to those relating to cultural activities. Based on these platforms, it is a good idea to prepare several sample projects of collections on these platforms, their promotion methods and materials used.

Information regarding the taxation of particular types of collections will be particularly important for creators considering using this form of financing. Such information should also be prepared and, if possible, an accountant or lawyer should be consulted.

## 5.2. Events

### What is the workshop about?

The "Organization of events " 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.

### How to prepare

For the "Definition of an event" section, it is worth checking how the issue of mass events is regulated by the regulations of individual European countries.

For the "Safety" and "Security service" section, it is worthwhile to prepare specific legal provisions referring to the country in which the workshop will be carried out, in terms of ensuring safety, security services and sanitary services, etc.

In connection with the "Website" section, it is worth preparing a few examples of implementation of websites, ventures organized by the creators of culture in the country where the workshop is organized.

For the section "Program" it is recommended to collect examples of the agenda of a cultural event.

### Additional comments:

The workshop should be carried out in a room with Internet access and equipped with a flipchart along with markers. The flipchart can be used for so-called brainstorming on creating a concept for events dedicated to creators of culture. Workshop participants may also work in groups; therefore it is recommended to adapt the room to this type of work.

## 5.3. Social media

### What is the workshop about?

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.

### **How to prepare**

For the purposes of the "Why social media and which one to choose" section, it is worth - in the light of possible questions from workshop participants - preparing to cover other social networking sites. Other popular platforms of this type are, among others, YouTube, Tumblr, Snapchat, VKontakte, Reddit and Pinterest. It is worth considering what other popular social networks there are in the country where the workshop is being conducted.

For the purposes of the "Creating a fanpage" section, it is worth making sure that the recommended dimensions of the photos are still valid - Facebook sometimes changes the optimal sizes of images uploaded to the portal.

For the purposes of the "Configuration of Messenger" section, it is worth preparing a list of several fanpages in the language of the country where the workshops are being conducted that have Messenger configured for automatic answering. It is worth encouraging participants to try this type of "conversation" during the workshops themselves.

For the purposes of the "How to create engaging content" section, it is worth preparing a list of several fanpages in the language of the country where the workshops are being conducted that are able to communicate with their recipients in an effective and attractive way.

For the purposes of the "How to successfully run an Instagram account" section, It is a good idea to prepare a list of several profiles on the Instagram portal in the language of the country where the training is being conducted that can effectively and attractively communicate with your recipients.

For the purposes of the "How to successfully run a Linkedin account" section, it is worth creating a list of several fanpages in the language of the country where the workshops are being conducted that often share professional knowledge (preferably in the field of art) and show a detailed fulfilment of the profile description.

For the purposes of the "Analytics" section, it is worth preparing examples of several posts, in the language of the country where the workshops are being conducted that have spread in a viral way (the post should have a lot of views), thus gaining a very wide organic range.

For the purposes of the "Paid promotion" section, it is worth preparing examples of some interesting sponsored posts in the language of the country where the workshops are being conducted.

For the purposes of the "How to successfully run a Twitter account" section, it is worth creating a list of several profiles on Twitter in the language of the country where the workshops are being conducted that are able to communicate with their recipients in an effective and attractive way.



**Additional comments:**

The workshop should be carried out in a room with access to the Internet on computers provided for each participant so that they can test the tools presented in the material on an ongoing basis.

The workshop should be carried out by a person who themselves has an account on the 4 websites discussed (Facebook, Instagram, LinkedIn, Twitter) or who is an expert in them. Social media is a very wide range, so the leader should know the answers to the participants' questions, including those that go beyond the rigid framework of the training.

## 5.4. Internet

**What is the workshop about?**

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.

**How to prepare**

In connection with the "Creating a website" section, it is worth trying to set up a website yourself, in accordance with the domain of the country and the region in which the workshop is being conducted.

For the "How to send e-mail marketing correctly" section, it is worth preparing some interesting types of marketing e-mails from the cultural industry of the country in which the workshop is being conducted.

In connection with the "Newsletter - what is it?" section, it is worth preparing some interesting types of newsletters from the cultural industry of the country where the workshop is being conducted.

In connection with the "What is CMS and do I need it?" section, it is worth finding out what types of CMS are popular in the country where the workshop is being conducted.

For the "Website positioning - what is it and what does it depend on?" section, it is worth finding out what the most popular slogans related to intangible cultural heritage are in the country where the workshop is being conducted.

**Additional comments:**

The workshop should be carried out in a room with Internet access. The participants of the training should sit at computers or with laptops brought with them in order to be able to test the tools presented in the material on an ongoing basis.

## 5.5. Media relations

### What is the workshop about?

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 in the training 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.

### How to prepare

For the "Formatting content" section, it is worth preparing literature and a list of websites that would discuss language issues in an accessible way and formulate messages in the language of the country where the workshop is being conducted.

For the "Press release" section, it is worth preparing some examples of well and badly written information in the language of the country where the workshop is being conducted.

For the "Interview" section, it is necessary to prepare in terms of the law in the area of media applicable in the country in which the workshop is being conducted (especially regarding the authorization of statements).

For the "Creating a database and distributing content" section, it is worth preparing a list of media (mainly press and online portals) dealing with broadly understood culture and art that operate in the country where the workshop is being conducted.

For "Media monitoring" section, it is worth preparing examples of media monitoring companies operating in the area of the country where the workshop is being conducted.

For the "Crisis management" section, it is worth preparing several examples of good and bad communication of entities operating in the country in which the workshop is being conducted.

### Additional comments:

The workshop should be carried out by a person who has experience in the work of journalism, a public relations agency or generally understood communication between an institution and its environment (e.g. press spokesman). Media Relations is a very wide range, so the leader should know the answers to the participants' questions, including those that go beyond the rigid framework of the training.



## 5.6. Promotional materials

### What is the workshop about?

The "Promotional materials" workshop prepares participants for the conceptual development of printed 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.

### How to prepare

For the "Types of printed promotional materials" section, it is worth preparing a few interesting examples of printed promotional materials (leaflets, posters, billboards, etc.) that come from the country where the workshop is being conducted.

For the "Logo" section, it is worth preparing a few examples of logos of artists and cultural institutions operating in the country where the workshop is being conducted.

In connection with the "Graphics from the Internet" section, you should prepare yourself in the area of the copyright law in force in the country where the workshop is being conducted.

In connection with the "Types of graphics and file formats" section, it is worth at least basic familiarization with the most popular programs for graphic design (Adobe Photoshop, Gimp - raster graphics, Adobe Illustrator, Corel Draw - vector graphics).

For the "Colours" section, it is worth preparing some examples of the visual communication of artists and cultural institutions operating in the country where the workshop is being conducted.

### Additional comments:

The workshop should be carried out in a room with Internet access. The participants in the training should sit at computers or with laptops brought with them in order to be able to test the tools presented in the material on an ongoing basis.

The workshop should be carried out by a person who themselves works in graphic design or has experience in working in a printing house. Computer graphics are a very wide range, so the leader should know the answers to the participants' questions, including those that go beyond the rigid framework of the training.

## 6. Summary of progress

### 6.1. Consulting

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 you can analyse the results 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.

Figure 8. Worksheet after the conduction of the workshops

Arkusz Celów					
Lp	Obszar	Sprecyzowanie celu	Data realizacji	Wartość odniesienia	Wartość
1	Storytelling	Utworzenie trzech opowieści na temat pracy twórczej max 2500 znaków	2019-02-15	3	
2	Social Media	Założenie fanpage'a swojej organizacji	2019-02-24	1	
3	Social Media	Publikacja 3 postów	2019-03-03	3	
4	Social Media	Publikacja kolejnych 3 postów w okresie tygodnia od 03.03.2019 do 10.03.2019.	2019-03-10	3	
5	Social Media	Publikacja kolejnych 3 postów w okresie tygodnia od 11.03.2019 do 17.03.2019.	2019-03-17	3	

## 7. Quality of service

### 7.1. Evaluation questionnaire

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.

### 7.2. Report

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