



Digital Strategies for Educational Project Promotion

Structured course, 26 July - 01 August 2025

Place: Vilppulantie 2c, Helsinki

AGENDA

Day 1	Introduction to Project Promotion in Educational Institutions
09:30 – 10:30	Introduction, Ice breakers Why Promote Educational Projects? Benefits for institutions, educators, and stakeholders.
10:30 – 11:00	Coffee break
11:00 – 12:30	Target Audiences and Goals Internal (students, teachers) vs. external (parents, local community, policymakers).
12:30 – 14:00	Lunch
14:00 – 15:00	Introduction to Digital Tools for Project Promotion Overview of tools: social media platforms, websites, newsletters.
15:00 – 15:30	Coffee break
15:30 – 16:30	Workshop: Analyze case studies of successful project promotions.
Day 2	Foundations of Digital Communication
09:30 – 10:30	Storytelling in Education Crafting engaging narratives around projects.
10:30 – 11:00	Coffee break
11:00 – 12:30	Creating Compelling Visual Content Basics of graphic design for non-designers using tools like Canva.
12:30 – 14:00	Lunch
14:00 – 15:00	Effective Use of Social Media Choosing the right platforms and content strategies.
15:00 – 15:30	Coffee break
15:30 – 16:30	Workshop: Design a social media post for a sample project.
Day 3	Tools for Online and Offline Promotion
09:30 – 10:30	Online Platforms for Promotion Creating project websites with Sway from Office 365. Managing email campaigns with tools like Mailchimp.
10:30 – 11:00	Coffee break
11:00 – 12:30	Offline Promotion Strategies Designing posters, flyers, and banners with Canva. Engaging local media and organizing events.
12:30 – 14:00	Lunch
14:00 – 15:00	Combining Online and Offline Approaches
15:00 – 15:30	Coffee break

15:30 – 16:30	Workshop: Create a promotional poster and a corresponding online post
Day 4	Utilizing AI in Project Promotion
09:30 – 10:30	Introduction to AI in Education Overview of AI tools: ChatGPT, MidJourney, Copilot, Synthesia.
10:30 – 11:00	Coffee break
11:00 – 12:30	Content Creation with AI Writing promotional content, generating visuals
12:30 – 14:00	Lunch
14:00 – 15:00	AI for Video Content Creating engaging videos with AI-based tools.
15:00 – 15:30	Coffee break
15:30 – 16:30	Workshop: Generate promotional text and visuals for a project using AI tools.
Day 5	Engaging Stakeholders and Building a Network
09:30 – 10:30	Identifying Key Stakeholders Local, national, and international stakeholders
10:30 – 11:00	Coffee break
11:00 – 12:30	Strategies for Engagement Collaborative activities, interactive sessions.
12:30 – 14:00	Lunch
14:00 – 15:00	Networking Tools and Platforms LinkedIn, partnerships, and professional groups
15:00 – 15:30	Coffee break
15:30 – 16:30	Workshop: Create a stakeholder engagement plan for a project.
Day 6	Measuring Impact and Gathering Feedback
09:30 – 10:30	Defining Success Metrics KPIs for online and offline campaigns.
10:30 – 11:00	Coffee break
11:00 – 12:30	Feedback Collection Techniques Surveys, interviews, and focus groups.
12:30 – 14:00	Lunch
14:00 – 15:00	Analyzing and Presenting Data Tools for data visualization and reporting.
15:00 – 15:30	Coffee break
15:30 – 16:30	Workshop: Create a feedback survey and analyze sample data.
Day 7	Finalizing and Presenting a Promotion Plan
09:30 – 10:30	Bringing It All Together Integrating digital tools, AI, and stakeholder strategies.
10:30 – 11:00	Coffee break
11:00 – 12:30	Best Practices for Presentation Structuring and delivering an effective plan
12:30 – 14:00	Lunch
14:00 – 15:00	Group Presentations: Teams present their promotional plans
15:00 – 15:30	Coffee break
15:30 – 16:30	Feedback and Discussion: Peer and trainer feedback for improvement.