



Worksheet for seminar 26.03.2025

Activity 1: Campaign Planning

- Participants draft a mini-campaign, including:
 - Project description.
 - Reward ideas.
 - Target audience and outreach strategy.

Activity 2: Peer Review

- In small groups, participants share their draft campaigns and provide feedback.

Worksheet

Activity 1: Campaign Planning

Objective: Draft a mini-campaign that outlines the key components of your project's strategy.

1. Project Description:

- Provide a brief description of your campaign's goal and purpose:

2. Reward Ideas:

- Brainstorm and list potential rewards for your campaign participants:

- Reward 1:

- Reward 2:

- Reward 3:

3. Target Audience and Outreach Strategy:

- Define your primary target audience:

- Outline your strategy for reaching this audience effectively:

Activity 2: Peer Review

Objective: Share your campaign draft with peers and gather constructive feedback.

1. Group Feedback Session:

- Share your campaign plan with a small group and note their feedback:
 - Strengths:

 - Suggestions for improvement:

2. Refinement Notes:

- Based on the feedback received, list the changes you plan to make:

Wrap-Up:

- Reflect on how peer feedback helped refine your campaign plan.
- Finalize your campaign draft for future presentations or implementation.



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