

# DISSEMINATION

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# AGENDA

- What?
- Why?
- How?



To spread information widely





“As many as possible”

“It’s for everyone”



Source: <https://blog.weekdone.com/wp-content/uploads/2015/05/SMART.png>

# HOW?

# HOW?

- Target group(s)
- Their needs
- Means to reach them
- How do they differ?
- Universal tips



# UNIVERSAL TIPS

- Engage
- Connect
- Be professional
- ... but accessible
- Interact
- Use your networks

# TASK: USE YOUR NETWORKS

- Disseminate your work/project/campaign through Scientix!
  - Write a tweet tagging @scientix\_eu / a FB post including #Scientix explaining where are you now (#SPW30) and how did it happen that you are here?
  - Think about your target audience and objectives you want to reach



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