



MOVE YOUR BODY
STRETCH YOUR MIND

Workshop 2: Information and Public Relation Instruments





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Target Groups.....

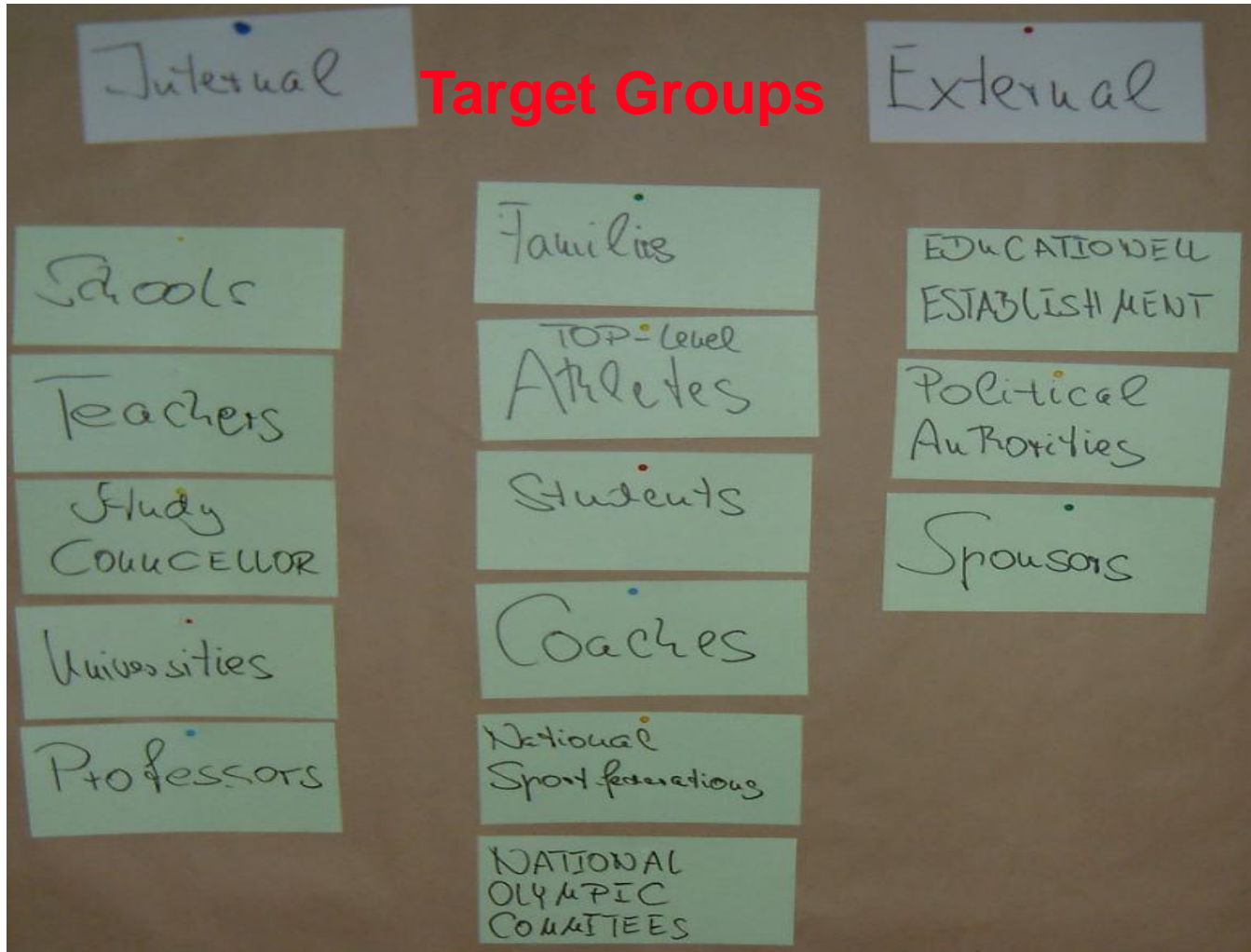
Who are the people you want to tell about supporting “top-level competitive athletes” in Time of education at schools or Universities?

- **Please identify possible target groups.**
- **What are the reasons for informing these groups?**
- **Please choose someone for presenting the group results.**

Time: 15 minutes



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Which targets

do you want to achieve by using „Information and Public Relation Instruments“?

- Please identify possible targets.
- Please explain the benefits for “top-level competitive athletes” that you want to create by using these instruments.
- Please elect one of the group to explain the group results.

Time: 15 minutes



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lack of acceptance



Aims to reach



inform people at Uui.

- what the program is

- what the benefits are

- to whom
 - students
 - for the Uui
 - faculty staff



work out the specific interests of the specific person



get money

→ find a sponsor



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Thank you!

Hope to see you again in Oulu.

