Communications strategy

Name of the competence centre

# Summary

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1. Background

Brief description of:

* The centre's activities and objectives (based on the President's decision and the centre's concept description)
* Specify the management of the centre, the host school and the duration of the activity (start and planned end)
* Primary target groups
* Any partnerships

1. Purpose

Describe the purpose of communications, why we are communicating and what we are trying to achieve.

1. Objectives

Based on the objectives of the competence centre and describing what we want to achieve with communications. Can be quantitative and qualitative, ideally as measurable as possible.

* Which target groups do we want to reach?
* What do we want our target groups to know, think and feel?
* What will our communications lead to? Action, behaviour and results.

1. Division of responsibilities and decision-making procedure

Describe roles and responsibilities. Determine who makes decisions on what related to the communications work and how these should be anchored within the centre. Also note how ongoing reporting on communications should take place, for example through reconciliations between KTH and the communications departments of any partners.

* 1. Roles and responsibilities
* KTH
  + The centre
  + School
  + Communications and Business Liaisons
* Partners
  1. Decision-making procedure
* Communications strategy
* Communications plan
* Ongoing communications decisions

1. Brand and visibility

Describe how the centre will be profiled based on KTH's graphic profile and guidelines. Describe how any partner logos are handled. How can/should these be reflected in communications?

* 1. Co-profiling
* KTH's graphic profile and guidelines
* Guidelines for the web
  1. Channels

Describe the centre's primary communication channels and identify the main party responsible for their establishment, development and management.