

**Second Meeting of CONECT Plenary, CONECT-2
Beijing, 22-24 October 2024**

**Working Group 3:
Communications and outreach of CONECT and Global Campus initiative**

Short and Long Term Activity Plan

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Beijing, 23 Oct 2024***

Outline

1.

Short Term Activity Plan :

CONNECT Logo Initiative ; Communication Plan and Strategy

2.

Long Term Activity Plan

Short Term Activity Plan

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Communication Plan & Strategy

Internal:

- Create a general discussion Forum on MOODLE open to all CONECT members in order to share information, discussion results, and communicate among CONECT Members
- Create email distribution list of Members
- Publish an internal bulletin (2 or 4 issues per year?)

External:

- Create a visual identity for CONECT
- Create a CONECT public website (not Moodle)
- Identify Social Media largely accessible (Linkedin, Instagram, ...)
- Disseminate information about events (conferences, webinars etc.) organized by CONECT Members

CONNECT Visual identity

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CONNECT Visual Identity: a LOGO for CONNECT

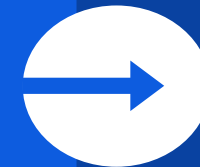
Primary Goal

Design a **logo that symbolizes:**

- the **interconnectivity of people and knowledge**
- captures the essence of a **collaborative initiative**



where **people and knowledge are intertwined**, much like the links of a chain.



The logo needs to be enhanced with a tagline to further define the initiative's purpose and scope.

CONNECT Visual Identity: a LOGO for CONNECT

A first proposal has been produced. Next steps are:

Present the draft to the Management Group and ask for their approval

Present the logo to the CONNECT Plenary

Long Term Activity Plan

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Long Term Activity Plan

- **Encourage support** from other CONECT Members
- **Advertise cooperative** opportunities
- Individuate possible **cooperation among Members**
- Encourage Members to **cooperate in communication**
- **Explore training needs** within the CONECT Members and in the large external community
- **Advertise learning events** not listed in the WMOLearn Events Calendar
- **Localize financial resources and experts** for training design

**THANK
YOU**

Working Group 3 - CONECT

