

# Post-event communication checklist

🕒 Immediate (0–48 hours)	
<input type="checkbox"/> Thank you emails sent	All four audience groups: participants, mentors/judges, sponsors, leadership
<input type="checkbox"/> Social gratitude post	Photo collage + key numbers + hashtag within 12 hours of event close
<input type="checkbox"/> Winner announcement	Feature winning teams on all channels within 24 hours
<input type="checkbox"/> Photo gallery shared	Link sent to participants; posted to website and social
<input type="checkbox"/> Highlight video posted	1–2 min reel on Instagram, YouTube, Facebook
<input type="checkbox"/> Feedback surveys sent	Include in participant thank you email; aim for 50%+ response rate
<input type="checkbox"/> Press release drafted	For distribution in Week 1
📅 17 July Week 1	
<input type="checkbox"/> Impact stories developed	Minimum 2 stories: participant transformation + solution spotlight
<input type="checkbox"/> Press release distributed	To local media, education journalists, VET publications, Erasmus+
<input type="checkbox"/> Blog posts published	At least one retrospective post on the event website
<input type="checkbox"/> Solution spotlights created	Project page or social carousel for each team
<input type="checkbox"/> Stakeholder reports begun	Start compiling data for formal Erasmus+ reporting requirements
📅 17 July Weeks 2–4	
<input type="checkbox"/> Certificates distributed	All participants, mentors, judges. Digital PDF minimum; physical if feasible
<input type="checkbox"/> Alumni community established	Facebook group, Discord, or LinkedIn group launched; invitations sent
<input type="checkbox"/> Week 2 newsletter sent	Full recap: all projects, photos, survey results preview, upcoming opportunities
<input type="checkbox"/> Week 4 newsletter sent	"Where are they now?" follow-up with project updates and participant spotlights
<input type="checkbox"/> Formal reports submitted	Erasmus+ progress reporting and partner reporting as required



## Months 2-6

<input type="checkbox"/> <b>1-month survey sent</b>	Track early longer-term skill application and project development
<input type="checkbox"/> <b>3-month check-in sent</b>	Capture sustained outcomes and network effects
<input type="checkbox"/> <b>Case studies published</b>	Minimum one published case study based on 6-month interview findings
<input type="checkbox"/> <b>Thought leadership activity</b>	Conference presentation, journal submission, or webinar delivered
<input type="checkbox"/> <b>Next event promotion launched</b>	Save-the-date for alumni; early registration for returning participants
<input type="checkbox"/> <b>Impact tracking continued</b>	Document project implementations and participant achievements as they emerge