

COMMUNICATION BEST PRACTICES

1st phase (cost free) : Communicate the Project to several TARGET GROUPS

- A. **FIRST TARGET GROUP** : businesses that their representatives are close partners to the Chamber
 - A.1 Members of administrative committee
 - A.2 Members of board
 - A.3 Members of all the committees
 - A.4 Several Partners of EEA
- B. **SECOND TARGET GROUP**: 35000 members subscribed to EEAs mail list. They start getting a monthly based newsletter concerning EW
- C. **THIRD TARGET GROUP** : All SMEs through several appearances on TV shows

2nd phase (cost free) : Psychological approach through personal letters addressed to businessmen from an ex bankrupted businessman

EEA s communication expert Mr George Floras, used to own and run the third big bookstore in Greece, which went bankrupted in 2015, in the most difficult way with no support, fighting with bureaucracy for many years. In addition he used to be member of Board of the Chamber so he is quite known to most of EEA s member. Both these characteristics of his, make him the most adequate person for delivering a strong message to the businessmen in need since he is not only a person they know, but most importantly somebody who have actually been all through this bad situation and knows exactly how they feel also somebody they know. So in the long letter he wrote, at first he described his experience, then he confessed how much would have meant to him if he had somebody by his side at those difficult times, how much time and money he would have saved if he had a similar to EW support and finally he ends up by pinpointing the advantages of EW

The main message of the letter is always positive ie " I m not alone", "I ll make it through"
This type of letters are being sent every 2 months by mail and the respond is always big

3rd phase (with budget) : Social media, TV shows

At this phase, the promotion of EW through social media and TV –which has been running from the start of the project- is being advanced on more aggressive level in terms of investing budget to well planned specific actions : targeted TV ads and TV shows appearances for further presentation of the project

4th phase (with budget) : Events

Presentation of EW in terms of : the service itself, Innovation and added value of the service, impact of the implementation, EW implementation success stories and EW mechanism as a precondition for 2nd chance law.