## Annex 1 – Project planning document

**Project Brief**

**Project Name**: Holding a Twitter masterclass to improve members’ campaigning.

**Project leader:** Romain Ferretti/Carine Marzin

(Note: Romain Ferretti will coordinate all logistics)

**Date of brief:** 30/03/2016

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**1. Overview**

**1.1 Project objective(s)**

To hold a new Twitter masterclass aimed at EBU members’ campaigners. The training course will be designed to target both existing social media staff (who manage their organisation’s Twitter account) and individual EBU members who commit to using their personal Twitter account to support EBU campaigns at EU and national level. Our aim is to increase the number of EBU members who are actively using Twitter to campaign online. All participants will be expected to join the EBU ecampaigns network.

**1.2 Benefits / Outcomes**

The masterclass will improve members’ and EBU’s online campaigning effectiveness so we can win more campaigns.

**2. Scheduling/Phasing**

Masterclass date and venue are still being explored.

**3. Who is involved and project costs**

**3.1 Cost of project**

* Subsistence costs for 15 participants and trainer: 5050 EUR
* Trainer’s fees: 2100 EUR

**3.2. Teams and Partners Contributing**

The trainer should be the same trainer as for the 2015 masterclass, i.e. Natalie Doig.

**4. Relationship to other EBU projects and activities**

This project is activity 3.2 of EBU’s REC16 work programme.

This project is related to EBU campaigning (activity 2.1. of EBU’s REC16 work programme)

**5. What might go wrong?**

Difficulty to find a suitable date and/or venue for a maximum of interested participants to attend.

**6. Other relevant information**

None.