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VUC STORSTRØM DIN VEI VIDERE
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Welcome to the SoMe & Media workshop group for the EASIE Online Tournament

Introduction	In this task group you will work in cooperation with other students, create and work with solutions, and get creative with media products. All to achieve the set goal; *To assure local and online awareness about the EASIE Online Tournament and your school's participation in the EASIE project.* To achieve that goal this document will serve as your guideline. The following will contain topics and suggestions that you will have to work with in your task group. First you should discuss the topics in your workshop group, then distribute the task subjects between you in smaller work groups.
Devolopment of skills	In this workshop you will train the following skills; • Recipient focused communication. • Communication objectives. • Creativity in digital media. • English Language skills. • Transnational cooperation. • Responsibility and ownership. • Project goals, planning, implementation and evaluation.
Project Dates	Start Date: Feb 3, 2025 End Date: May 9, 2025
Project Manager	One of you will have to opportunity to act as a project manager for this group. Here you will be able to train your project management skills even further.

Project Scope	Every task presented are suggestions. The scope of the project is up for your team to decide. How will you work with this and to what extend. Remember that your goals need to be realistic.

Objectives and Deliverables	**Streaming**
	• **The matches of the tournament will be streamed on twitch. In this field your task will be to create the following:**
	  ○ Twitch overlay
	  ○ EASIE logo on the twitch overlay, colors can be changed to fit the theme of the stream.
	  ○ Logos from the different competing organisations as well as the EU can be used on graphics.
	  ○ Team graphics with pictures of the team members and (if possible) their in-game stats
	
	Local Awareness
	• **How do we create local awareness in your school about the event, before, during and after?**
	  ○ Analogue and digital graphic material. How can we create material that is eye-catching, informative and engaging? E.g. posters, video commercials, small exhibitions, merchandise etc.
	  ○ Posters & videos on the screens at the school(s).
	  ○ A dedicated physical area on the school for advertising the tournament.
	  ○ How can you create local awareness during the event? E.g. a viewers lounge with a big screen?
	
	SoMe posts
	• **What internal outlets and external SoMe outlets/channels would be relevant?**
	  ○ Create a timeline for different posts leading up to the event and creating awareness of the event and the EASIE project.
	  ○ Create the content for your posts. Consider what information needs to be conveyed.

Target Audience and considerations	Remember the audience is other students at your school, online viewers, and others interested in esports in an educational setting. Also, think about how to create material/posts and a local environment that is engaging, inviting and informative?
Deliverables & Resources	• Google drive for deliverables • Google drive for resources

Contact	If you at any point have questions reach out on discord or to Andreas Mogensen at: AMO@KBHSYD.DK

Project Timeline

Task or Deliverable	*Owner*	*Date Completed*	*Notes*
Here you can create a timeline for your tasks and deliverables. Make sure that everyone in your team agrees on this and that the dates are met.			