



Western Balkans Alumni Association

**1st General
Assembly**

*15-16 March 2019
MAK Hotel, Tirana, Albania*





WBAA Teams – Working together on:

Communication & IT

Sanja Stefanova, MSc
WBAA Regional Board member





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“Communication leads to community, that is, to understanding, intimacy and mutual valuing.”

- ✓ **The importance of good communication in the workplace!!**

Effective Communication – What does it mean?

- **Communication between members;**
 - ✓ written and verbal
- **Communication and cooperation with decision-makers, representatives of higher education institutions and other relevant stakeholders;**
 - ✓ *Promoting WBAA on a national and international level*

Mass communication



Advertising



Broadcasting



Journalism



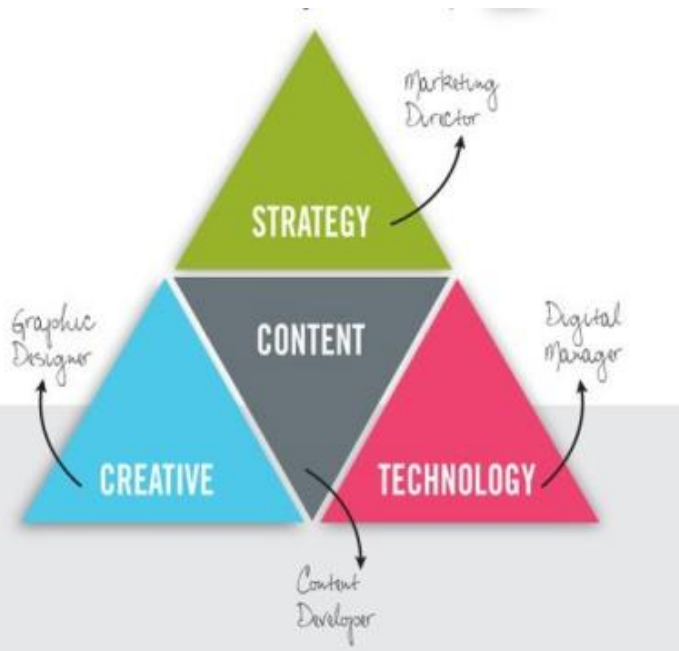
Marketing



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Social Media Team



FB page:

[@WesternBalkansAlumniAssociation](#)

Instagram:

[wbaassociation](#)

Web page:

<https://www.western-balkans-alumni.eu/>

Group working

- *Communications Plan Template: 3 Month Challenge !*
- *Increase WBAA social media visibility !*
- *Project generator !*



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Group 1:

- *Define goals and expectations;*
- *Clearly deliver our message;*
- *Choose medium for communication;*
- *Keep everyone involved ;*
- *Listen and show empathy ;*



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Group 2:

- **Brand Awareness**
 - ✓ **Increase Engagement**
 - ✓ **Followers**
 - ✓ **Likes**
- **Research and Development**
 - ✓ **Increase Engagement**
 - ✓ **Develop interesting content**

Group 3:

- *Project Ideas: Communication & IT*
- ✓ *Synergies in Communication;*
- ✓ *Digital era: From mass media towards a mass of media;*



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That's it

Thank you for your time and attention!