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
“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
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!*
Group 1:

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

Thank you for your time and attention!