

PUBLICITY PLAN

(TAI TIK PAVYZDYS, prašome pateikti Jūsų projekto infomacija)

This Publicity Plan is prepared in accordance with the Rules of publication of information regarding the European Economic Area and Norwegian Financial Mechanisms (hereafter referred to as the Publicity Rules) approved by the Order No. 1K-339 of The Minister of Finance of the Republic of Lithuania on 10 November 2005.

The **goal** of the project publicity activities is to inform the stakeholders and general public about the project objectives, results and the financial support provided by the EEA and Norwegian Financial Mechanisms and the Republic of Lithuania.

Publicity Measures

Implementation measure	Target group	Execution date	Budget (EUR incl. VAT)*	Implementation
Billboard (1 unit)	General public (local community and visitors)	Instalment – 2 nd week of reconstruction works; exposure – till the replacement with the commemorative plaque in the 3 rd month after the end of reconstruction.	1000	Design, production and installation of the billboard will be carried out by the company which will win the open tender for publicity implementation services. The billboard indicating the financial assistance to the renovation works will be installed in front of the museum.
Commemorative plaque (1 unit)	General public (local community and visitors)	Instalment – 3 rd month after the end of reconstruction works	1200	Design, production and installation of the commemorative plaque will be carried out by the company which will win the open tender for publicity services. The commemorative plaque will be installed near the main entrance to the museum.
Posters – stands in the premises (3 units)	Residents of the municipality	Production - 3Q of project implementation; exposure – till the end of project implementation	900	Design and production of the posters) will be carried out by the company which will win the open tender for publicity services. The posters will be displayed: 1 – in the premises of the municipality administration, 1 – in the premises of the renovated museum, 1 will be mobile and be displayed in the places of various related events, including the final conference.
Stickers	Employees and visitors of the museum	Last 6 months of project implementation	—	The requirement for the contractor to label all the supplied furniture and equipment according to the Publicity Rules will be included in the public tender documentation.
Informational booklets (1000 units)	Students (also their parents and teachers) in the municipality territory	Production – 3Q of project implementation, distribution – 4Q of project implementation	700	Design and production of the booklets will be carried out by the company which will win the open tender for publicity services. The booklets will promote newly established after-class activities which will be organized in the renovated museum. They will be distributed in the schools in the municipality territory.

Press releases on the course of project implementation (2 units)	General public	1 st and 4 th quarters of project implementation	—	The text of the press releases will be prepared by the person be responsible for publicity activities and maintenance of public relations and will be sent to at least 5 regional newspapers and one regional radio station. The 1 st press release will inform about the objectives and planned results of the project, the 2 nd one will describe the progress made and usage of financial assistance.
Website	General public	During the whole project implementation period	—	The special column on the website of the municipality will be devoted to the information about the project which will be regularly updated by the IT division of the municipality administration.
Final conference (1 unit)	Employees of the cultural, educational and tourist institutions in the region	Last month of project implementation	1000	A final conference highlighting the achieved results, used financial assistance and developed future possibilities will be organized for about 80 participants from various cultural, educational and tourist institutions of the region.
Article in regional press (1 unit)	General public	Last month of project implementation	1000	An article summarising achieved project results, financial assistance used and follow-up activities will be published in the regional newspaper having the largest circulation in the region.
Total			5800	

* Nurodytos sumos – tik pavyzdinės ir nebūtinai atitinka realias paslaugų/prekių rinkos kainas.

Employees responsible for publicity activities:

- **project manager** will be responsible for the overall coordination of implementation of the Publicity Plan;
- **person responsible for publicity activities and maintenance of public relations** will: (a) prepare technical specifications for the public tenders concerning publicity activities, (b) supervise the activities of the company chosen as the contractor, (c) coordinate publicity activities with CPMA, inform them about the events planned, (d) make the list of people invited to the conference and invite them, (e) prepare the text for press releases and booklets, (f) submit the documents related to publicity activities to the CPMA, (g) maintain relations and correspond with all partners of the project;
- **specialist of public procurements** will: (a) prepare the documentation of public procurements concerned with the purchase of publicity services (excluding technical specifications that will be prepared by the person responsible for publicity activities and maintenance of public relations), (b) organise public tender procedures, prepare contract drafts, participate assessing the proposals received.

Project promoter will inform the NFP and the Implementing institution about informational events not less than 30 calendar days before each planned event.

Schedule of the Implementation of Publicity Measures

Activity/Measure	2009				2010								
	3Q		4Q		1Q		2Q		3Q		4Q		
<i>Public procurement for publicity activities</i>	■	■											
Billboard			■	■	■	■	■	■	■	■	■	■	■
Commemorative plaque												■	
Posters					■	■	■	■	■	■	■	■	■
Stickers										■	■	■	■
Informational booklets					■	■	■	■	■				
Press releases		■						■					
Website		■	■	■	■	■	■	■	■	■	■	■	■
Final conference													■
Article in regional press													■

Director of XXXXX region Municipality Administration [pareiškējas]

Director of YYYYYY Museum [partneris]