



IN-HABIThon

IN-HABIT - INclusive Health And wellBeing In small and medium size ciTies



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IN-HABIThon

Communication Guide

Pre-event Communication and Outreach for the IN-HABIThon

To ensure that an IN-HABIThon has the desired impact, it is essential to design a clear, sustained, and well-targeted communication strategy. Beyond simply announcing the event, the goal is to spark interest, build community, and encourage active participation from individuals and organizations aligned with the project's purpose.

Share the process on social media, mentioning the IN-HABIT project (@in_habit2020 and @INHABIT_H2020) and Design for Change Spain (@dfcspain).

Advance Planning

Communication should ideally begin three to four months before the event. During this early phase, it's important to define:

- The target audience (e.g., young people, social organizations, health or urban professionals, active citizens, etc.).
- The IN-HABIThon's unique value: a participatory process that promotes the CoCoCo model (co-designed, co-developed, and co-managed) to address real-life challenges related to wellbeing and inclusion in urban contexts.
- Key messages, which should be clear, concise, and inspiring.
- The most suitable communication channels (social media, local press, institutional newsletters, professional networks, etc.).



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Building Community and Visibility

To attract the right participants, we recommend:

- Launching “save the date” campaigns through institutional and personal channel.
- Activating strategic collaborations with influencers or organizations aligned with the event’s mission.
- Creating adaptable visual assets for speakers, mentors, and jury members (including templates and ready-to-share content).
- Including official hashtags and mentions across all event materials: presentations, posters, registration forms, and social media posts.
- Considering investment in targeted social media advertising, if budget allows.

Engaging Allies and Core Teams

As key participants (speakers, mentors, jury, etc.) are confirmed, it’s crucial to involve them in communication efforts. Recommended actions include:

- Preparing personalized content for them to share on their own channels.
- Encouraging their support in promoting the event and motivating potential participants.
- Coordinating visibility on online platforms and within community spaces where the event can be promoted.

Consistent Reminders and Excitement Building

As the IN-HABIThon date approaches, it's important to step up communication by:

- Sending timely reminders about registration deadlines.
- Sharing regular updates on the event’s purpose, dynamics, and methodology.
- Posting testimonials, images, or short videos that preview the experience.



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A strong communication campaign not only ensures higher participation but also positions the IN-HABIThon as a powerful tool for collectively designing inclusive and sustainable urban solutions.



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