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From branding to promotion, how to determine the building blocks of your communication

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Defining the brand is the first step anyone should take before setting up an organisation or opening a new project, let alone starting to communicate. What is a brand made of and what other elements come into play to ensure a good reputation of the organisation? These are questions we will address in this talk, trying to define what we call “the organisational DNA”.

The talk entitled “From branding to promotion, how to determine the building blocks of your communication” will define four key elements any science communicator should clearly understand or define: the brand, the content, the audiences and the promotion strategies. In presenting these ideas, examples are offered from the work done for the ESO Supernova Planetarium & Visitor Centre, a state-of-the-art digital planetarium and interactive exhibition to open in 2018 at ESO’s Headquarters in Garching bei München, Germany.

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