

Flash MOVE

Communications Toolkit for MOVE Agents

Content

- About FlashMOVE
- FlashMOVE Organization Objectives
- FlashMOVE Communications Objectives
- Who are your Target Groups?
- Communications strategies
- Key messages
- NowWeMOVE channels
- FlashMOVE organization strategy in five easy steps

About FlashMOVE

FlashMOVE is the biggest dance party in Europe. How? Yes, is a flashmob organized by ISCA and its partners as part of the NowWeMOVE campaign. And this year FM us supporting the #beactive European Week of Sport. Wherever you are in European, every city will be dancing in the same day, following easy and fun steps of their choosing.

As an easy going choreography passers-by can join, be active, have fun and be part of the biggest flashmob in Europe. Promoting health through physical activity, the FlashMOVE will generate publicity about the benefits of being active and will create a true cohesion in Europe.

This is the fifth year that the NowWeMOVE campaign organizes the FlashMOVE.

You and your community cannot miss it. Join the party!

FlashMOVE

Organization Objectives

- Organize a visible, trendy, fun and unexpected event. Surprise your community!
- Invite as many people as possible. Volunteers, dancers, street performers. They can all participate and make the FlashMOVE bigger and louder!
- Promote the importance of physical activity. Dancing is a social way of working out and having fun at the same time.
- Go viral. Make sure your event is well organized and promoted in many communications channel as possible.
- Sign in your event and be part of a pan-European event that will break all barriers. Remember: **“Great things are done by a series of small things brought together” (Vincent Van Gogh)**

FlashMOVE

Communications Objectives

- Share a clear message on key information: what, when, where, who, how and why.
- Increase the number of active and engage people in physical activity in your community by spreading the message of a fun and trendy activity like dancing.
- Involve your community in a pan-European movement of joy and unity.
- Gain visibility among your local community. You can promote your organization and all your activities while being the organizer of the FlashMOVE in your city.

FlashMOVE

Communications Target Groups

Your principal target group is your community. From recruiting volunteers to increasing the audience of your message, engaging local citizens is the key to have a successful FlashMOVE event.

In your community you have:

- Dance clubs
- Street performers
- Fitness centers
- Zumba networks
- Schools and education institutions
- Media
- Friends, family member and colleagues (snowball effect)

FlashMOVE

Communications Strategies

For each target group of your community you can use different strategies to contact and engage them. Some of the channels you can use are:

Social Media Facebook, Twitter, Instagram or blogs are a great way to contact with the younger generations. Create and share your FlashMOVE Facebook event with your contacts. If you have a Blog or a Fan Page share with your followers the information of the event. Upload pictures, videos, live streaming that show how much fun people can have while being part of the FlashMOVE. [Download the free resources](#)

Newspapers, radio and local TV. These traditional communications channels will spread your message with adults. Housewives and office workers commonly listen to the local radio station to keep inform of the local news. Families get local information by watching the city TV news or subscribing to the local newspaper. [Download the free PR templates.](#)

Letters and personal meetings. Formally contact institutions that can support in your event. Explain to them the benefits of being part of the FlashMOVE and ask for personal meetings. That way you can present yourself and the event better. Ask them for partnerships and show how good the FlashMOVE is going to be to the local community.

Download our free posters designs. You can edit them and add your logos. If you manage to get a hold of a budget, printing leaflets or making street signs to put in public spaces will give you visibility and nearness to the whole community. [Download our free posters designs.](#) You can edit them and add your logos

FlashMOVE

Key Messages

Physical Activity and Sports is good and necessary for a healthy life. Dancing is a fun activity to do, and everyone can do it at their own pace, level and with their music of preference.

Media:

- FlashMOVE is happening for the forth time, led by ISCA.
- Due to its expertise in delivering continental events, this year the FlashMOVE **is the official opening event of the Second European Week of Sport #beactive.**

Institutions (dance clubs, fitness centers, education centres):

- Be part of the biggest flashmob in Europe and of the biggest pan-European campaign promoting sports and physical activity.
- Gain public recognition in your community, while doing what you do best: dancing and working out.

General public:

- Learn how to be physical active while having fun with the whole community.
- Be part and take the opportunity offer by the NowWeMOVE campaign and the European Week of Sport.

GENERAL INFORMATION September 10, 11:00 C.E.T, and Europe will shake!

<http://flashmove.nowwemove.com>

FlashMOVE

NowWeMOVE Communication Channels

These are some of the NowWeMOVE communication channels in which you will find all the information you need and want to share with the community.

- NowWeMOVE website - <http://www.nowwemove.com/>
- NowWeMOVE blog - <http://blog.nowwemove.com/>
- FlashMOVE website - <http://flashmove.nowwemove.com>
- Social Media: Facebook Page <https://www.facebook.com/NowWeMove>, Twitter @NowWeMove

Official # to use - before, during and after the event
#NowWeMove #beactive #nowwedance #flashMOVE

FlashMOVE

Organization Strategy in Five Easy Steps

STEP 1: Identify your location think in a public space where many people pass by. After all the objective of the FlashMOVE is to be notice. Contact local authorities for arranging the right of use of the space, and for security reasons.

STEP 2: Choreography. Video tutorials are provided by NowWeMOVE and your performers can learn it in a step by step guide. Choose a FlashMOVE leader to coordinate and motivate the dancing group.

STEP 3: The event. Play with your imagination for the after and before FlashMOVE surprise. Dancing schools, street performers and musicians can join the party in a one by one opportunity to show their artistic skills.

STEP 4: The material. Prepare all your promotional material, from banners to t-shirts. [Download here](#)

STEP 5: Technical equipment. Make sure your sound system works and that you have somebody to take photos and videos of the event. Getting the surprise expression of the passers by will help you in accomplishing your goal.

**Choose to bring people together.
Choose to create a common project.
Choose to share an experience.
Choose to dance, to enjoy.
Choose to be part of something bigger.
Choose to MOVE. Choose to FlashMOVE.**

DONT STOP ME NOW!

#NowWeMOVE #beactive #nowwedance #flashMOVE