

**Annex 6**  
**Communication milestones**  
**COMM/SUBV/2019/EYE**

**) June to September 2019 - Call for programme contributors**

Message: save the date, EYE is taking place next year. Start preparing!

Call to action: respond to the call and debate online on the youth ideas platform

Channels:

- Own: All EYE channels
- Earned: Youth Network / Partners
- Paid: Social media ads campaign to promote the action

Audience: general public and youth organizations

**) October to December 2019 - Application for sponsorship phase**

Message: Apply for sponsorship

Call to action: respond to the call and take part in our contests

Channels:

- Own: All EYE channels
- Earned: Youth Network / Partners
- Paid: Social media ads campaign to promote the action

Audience: general public and disadvantage groups (criteria to be defined)

**) January to March 2020 - Registration phase**

Message: Take part, register now.

Call to action: register your group and participants

Channels:

- Own: All EYE channels
- Earned: Youth Network / Partners / EP channels
- Paid: Social media ads campaign to promote

Audience: general public

**) March to May 2020 - Take part online**

Message: The EYE is also for those who cannot physically make it.

Call to action: Take part online (watch FB live, debate online etc.)

Channels:

- Own: All EYE channels
- Earned: Youth Network / Partners / EP Channels
- Paid: Social media ads campaign to promote the action

Audience: general public