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## How to Engage the Public on your Project

- Temidayo Oniosun

# Important Questions to Answer:

- 1 What stories do you want to tell?
- 2 Who will be at the center of these stories?
- 3 Who will be speaking to the public, appearing in the media and granting interviews?
- 4 How much of the project details do you want to share with the public?
- 5 Who are the media companies you want to work with? Industry based, National, Regional and Global.
- 6 What platforms do you want to use to speak to the public?
- 7 How do you want to receive feedback on your project?

## MEANS TO RAISE AWARENESS

### Communication Strategies for Awareness-Raising

There are four(4) key components of an effective awareness-raising campaign and all should be defined and described :

**1** Message

**2** Strategy

**3** Audience

**4** Timing



# Thank you !

Email: [temidayo@spaceinafrica.com](mailto:temidayo@spaceinafrica.com)

Website: [www.spaceinafrica.com](http://www.spaceinafrica.com)

Have a great  
day ahead.