

BLUELINK INFORMATION NETWORK
PROPOSAL FOR MULTIMEDIA PRESENTATION**1. Aim of the presentation**

The purpose of that presentation will be to enhance BlueLink's promotion to general public, civil sector, relevant state and academic institutions, donors, etc., and to ensure quality portrait of the environmental electronic networking in Bulgaria. High-graded representation with efficient visual message to the targeted audience will be crucial for the success of BlueLink's activities and bases a solid fundament for achieving the goals of public interest we have set and for fulfilling organization's mission to create a free forum for exchange of information to support sustainable development, democracy and civil society in Bulgaria.

Please, find attached more information about BlueLink and its activities in Annex 1.

2. Description of the presentation**o Target groups**

BlueLink's multimedia presentation will be targeted to promote networking activities in the environmental field to several general groups according to the ir background: civil organisations, state institutions, donors, individuals interested in nature protection and sustainable development; and according to their users' status:

- Active users, who post stories and comments on environmental matters and publish on-line at BlueLink's sites and discussion lists and get actively involved in the environmental activism;
- Passive readers, who follow the environmental news and keep themselves informed on the latest development regarding problems, campaigns, policies, civil activities, etc.;
- Potential users – non-governmental organisations, individuals, institutions and other entities, who are not acquainted with BlueLink's services and activities and with the networking opportunities, but constitute a substantial share for further environmental e-networking development in the future.

o Content featured

The multimedia presentation will consist of 3 content components – visual illustration, text description, and sound narrative and music. Animated visual matter in frames of the PowerPoint abilities/ will be the leading part and will be featured by extracted text components to interpret the general message and the activities' substance. Optionally, recorded narrative and music could accompany the presentation to ensure accomplished multimedia performance.

The graphic design will follow the typical BlueLink's design models and will further be elaborated to add more style and figurative descriptiveness. The illustrative part will keep some

initial symbols for BlueLink as logo and colors, and will use details from previous promoting materials, which proved to be successful and already recognizable for the public. The visual design will be aimed to demonstrate the conceptual relation between human efforts to protect nature's resources and to maintain sustainability trend of development, and the role of the electronic networking for empowering the civil society in this endeavor.

The text part will substantiate the graphic picture pinpointing key issues concentrated on the way BlueLink operates. The caption will cover the following subjects:

- what is BlueLink in terms of mission, core activities, information tools and communication channels;
- what is BlueLink's role in the environmental community in Bulgaria and how e-networking alleviates and empower its work;
- highlighted achievements from BlueLink's experience in the e-networking field;
- services offered and training in strategic use of information and communication technologies /ICTs/;
- examples of good practices and campaigns led;
- media liaisons;
- regional cooperation and partnership initiatives,
- national and international recognition of BlueLink's efforts to promote sustainable development on the Balkans and worldwide.

The description will be offered in conceptual approach conceived to capture audience's attention in understandable and comprehensive way. Both vision and text will be compiled to present the message attractively but meaningfully.

o *Modification options*

The presentation will be developed in a way to be easily recyclable for diverse purposes of BlueLink's promotion. An option for adapting the content will be available according to the target groups, language versions English, Bulgarian, others. Opportunities to separate the different sections and to use templates for other thematic presentations of BlueLink will be provided too.

3. Additional products

In order to make the multimedia presentation easy accessible for the users and the audience an on-line version will be available at www.bluelink.net and a small-sized compact disc /CD/ will be produced for further distribution. Thus the promotion will not be limited within events exposure but circulated to partners, civil organisations, institutions and others.

Additionally a poster will be designed using presentations graphic base to foster the electronic performance during diverse events – seminars, exhibitions, fairs, festivals, contests, etc.

4. Development process activities

The development process of the BlueLink's multimedia presentation will be abided by the following stages:

a. Elaborating the final concept of the presentation

Additional elaboration of the complete view of the presentation in terms of vision, notion and details precision will be accomplished within the BlueLink's team and with the graphic illustrator in series of brief consultations.

b. Text development

Short text passages extracting the essence of the general message will be developed to make the visual description more comprehensive. Slogans applying to presented activities of BlueLink will be elaborated too. Additionally Bulgarian and English translation will be available to ensure multipurpose use. The task will be fulfilled by the BlueLink team members.

c. General design

Based on the concept and text hints the general design of the presentation will be created by the envisaged illustrator. Templates design and necessary animated features will be prepared. The designer will work in frequent constancy with BlueLink's team for the initial shapes and each further stage of the design development.

d. PowerPoint presentation development

The design templates, text, as well as other necessary additional prerequisites will be assembled in a PowerPoint multimedia presentation. Slide transitions and animations will be set. Preview of the work and final adjustments will be performed. The designer will deliver the completed multimedia presentation and the BlueLink's team will approve the last version.

e. Opportunity for adding sound

The presentation will allow adding sound accompaniment prepared by the BlueLink's team and professional sound editor. The sound doubling will consist of text narrative, music, sound effects.

f. Design of poster

Based on the presentation's layout a poster will be designed by the graphic illustrator to support the electronic performance. The poster will be created in close work with the designer and will contain a visual concept of BlueLink's activities and a slogan developed as a result of the presentation's content.

g. Producing promotion CDs and printing CD's labels and posters

The finalizing part of the development will be production of small-sized CDs containing the multimedia presentation, which will be technically set to be self-started after putting the disc in the CD slot of the computer or will be started manually as an .exe file. An option for supplying additional content with promoting functions to the CDs will be also provided for multipurpose performance. Labels for the CD will be designed by the graphic illustrator. The designer will also coordinate the printing process of the poster and the labels.

5. People responsible

The multimedia presentation graphic layout and overall design will be performed by Daniela Belenska – a qualified graphic designer experienced in developing promotion materials for variety of organisations. You could find attached designer’s portfolio in Annex 2.

Coordination with the designer, text elaboration and slogan writing will be implemented by Elina Racholova – BlueLink’s content and communications manager, a graduated master in journalism and public relations, experienced in the field of visual communications during 4 years work in television networks.

Milena Bokova – BlueLink’s executive director will watch closely the execution of the project and will ensure accurate fulfillment in terms of timeframes, budget, and overall requirements.

6. Expected outputs

Development of BlueLink’s promotion materials:

- a multimedia presentation will be developed
- a multimedia CDs will be produced
- a poster will be designed and printed

7. Breakdown of costs

See Annex 3

8. Contact details

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9. Annexes

- Annex 1 - About BlueLink
- Annex 2 – Portfolio of the Graphic illustrator
- Annex 3 - Budget