

Tallinn European School

Communication Plan 2019/2020

December 2019

The Communication Plan for the school year 2019/2020 is associated with the Communication Strategy 2018-2020 validated in March 2018 ([See TES Communication Strategy 2018-2020](#)).

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Main Communication Goals

- **To inform better all the community about the school actuality**
Continue the effort in informing families and staff members as early as possible, with clear and simple information, limiting confusion and misunderstandings as much as possible. Every staff member shall be an efficient relay of information with pupils and parents.
- **To reinforce our brand and identity**
Complete the work on the evolution of the visual ID, new templates and graphic guidelines, and share our new mission, vision and values.
- **To promote our school and its offer**
More promotion and marketing for general admissions, the French section, and our additional services: extracurricular activities, aftercare, room rental.
- **To share the spirit and awareness of TES Community**
Communicate together with the parent council, to share better the spirit of our community and make it more inclusive.
- **To be a more welcoming school for families and staff members**
A particular attention must be given to new families and new staff members, who often come from abroad and discover a very new environment in which they need to feel included quickly.
- **To share the culture of communication with all the staff members**
Every staff member, especially class teachers, shall be a well-informed and trained information and communication relays.

Main Audiences

- **TES Staff**
Educational staff, administration and management, full-time and part-time employees... A team of more than 80 staff members, multicultural, with diversified profiles, missions and interests, and a relevant turnover.
- **Pupils & Parents**
Highly involved parents, with high expectations regarding the quality of services provided by the school, multilingual and multicultural community, with very different needs in terms of communication, and an important turnover from one school year to another.
- **Prospect families**
Expat families established in Tallinn or planning to move to Estonia, and/or Estonian families moving back to Estonia, looking for the best school for their children and for a community to be part of.
- **International Institutions & Foreign Representations**
EU-Lisa, EU representation, NATO CCDCOE, around 30 embassies and office of embassies, foreign chambers of commerce, all looking for the best international education options for their employees and conationals.
- **International Firms & Startups with international crew**
Bolt (ex-Taxify), Transferwise, Skype/Microsoft, Pipedrive... All companies looking to attract international specialists and relocation companies (Jobbatical, Move My Talent, Internations GO...).
- **Estonian Institutions**
Estonian Ministry of Education and Research, Estonian Ministry of Foreign Affairs, EAS, Work in Estonia/International House of Estonia.
- **European Schools Network**
Office of the Secretary General of the European Schools, European Schools and Accredited European Schools, especially our Nordic partners in Helsinki and Copenhagen.
- **Local Media**
Estonian and English language local media (ERR News, Postimees, Õpetajate Leht). English-speaking blogs and website like Estonian World, The Baltic Times or Baltic Guide Online might also be interesting media to share info with.
- **General Audience**
There should be a general awareness of what is the purpose of Tallinn European School and where it is, even for not targeted audiences in and around Tallinn. It is essential to be “on the map” of educational institutions in Tallinn/Estonia.

Key Messages

- **TES is the heart of international education in Estonia**
We provide one of the best multicultural and multilinguistic learning environment in the country from nursery to secondary school, with two linguistic sections, English and French (Nursery and Primary), more than 10 official EU languages taught as mother tongue or foreign languages. Our school is the biggest international school in Estonia by number of students (around 350 for the school year 2019/2020) and the most affordable.
- **TES is the only Accredited European School in the Baltics, providing a high-standard and internationally recognized education**
We are a fully Accredited European School which follows the curriculum of the European School system and delivers the European Baccalaureate diploma, recognised as an entry qualification for Higher Education in every EU country and in a number of others (USA, China, Japan, Canada...). We are part of a growing international network of 13 European Schools and 18 Accredited European Schools.
- **TES provides the only French language school curriculum in Estonia**
Since the school year 2018/2019, our school provides a French language section at Nursery and Primary level. The pupils can learn in French while studying in an international school where they interact with English speakers and share some activities in English. Our teachers are all native French speakers, with experience in both French speaking schools and international schools. We aimed in developing the section year after year, until completing a full French language curriculum.
- **TES provides outstanding learning facilities in a new building close by the city centre**
To continue its development, our school has moved since the school year 2018/2019 to a newly renovated school building. It is located in the heart of Tallinn, a few steps away from the central train station of Baltijaam, the iconic Old town and the vibrant creative district of Telliskivi. Our building is also a great location to host all a large variety of activities and events.
- **TES is more than just a school, it is a welcoming community with many events and diversified extra-curricular activities**
Our community is growing every year, welcoming new families and staff members. We come from multiple countries (more than 40 nationalities!), but share many things together, including festive events (Potluck dinner, Carnival, International Day, Quiz, Christmas concerts, Spring concerts...). Our parents are very involved in the school life and our parent council works together with the staff to make our school better everyday.
- **TES is a school owned by Foundation Euroopa Kool, a foundation established by the Estonian Ministry of Education and Research**
Tallinn European School was established in 2013 by decision of the Estonian Ministry of Education and Research. First owned by *Foundation Innove*, the Estonian education competence centre, it has been transferred in January 2019 to a new foundation, *Foundation Euroopa Kool*, which main focus is to allow the future development of the school.

Main Actions Implemented in 2018 and 2019

- **New website tes.edu.ee**

A new website was launched in September 2018, providing a clearer and more appealing information about the school, in English, French and Estonian. Updates and improvements have been made continuously since then. Since October 2019, Google Analytics has been implemented on the website to collect statistics about the traffic on the website. The website was developed internally and is administrated in Wordpress.

- **School leaflet**

The general leaflet to introduce the school has been redesigned in March 2019, with an update in November 2019. It is a classic trifold brochure introducing the main assets of the school. The leaflet is available in English and in French. It is distributed in the school building (front-desk, administration), at every event involving the school, and in strategic locations like the International House of Estonia.

- **Weekly newsletter – Weekly News**

In January 2019, the two newsletters – internal and external - have migrated to the emailing system MailChimp. Since the start of school year 2019/2020, Weekly News is sent every Friday to all the school community with two separate editions – staff and parents.

- **School guide 2019/2020**

For the school reopening 2019, a school guide has been edited, including practical information for the families regarding the school organisation and the incoming school year.

- **TES Open School Day 2019**

An Open School Day was organised on Wednesday 15 May 2019. An invitation has been sent to all embassies and targeted companies. More than 70 people were present. Teachers, parents and pupils were involved in the event.

- **Presence on Social Media**

TES Official Facebook page has been reinforced with regular contents posted and different kind of medias (simple posts, pictures, videos, job offers, links, Facebook Events). Most of the posts are translated in English and in French. Some posts are shared on the relevant expat community Facebook groups when needed (*Expats in Tallinn/Estonia, Expats in Tallinn, Estonia, Expat Parents in Tallinn/Estonia, Expat Jobs in Tallinn, On parle français à Tallinn*). The groups are regularly monitored. A LinkedIn page has been created, where job offers are shared.

- **Rebranding, evolution visual ID**

The brand has been updated and clarified, with only one version of the logo used (English version). All graphic works follow the same graphic guidelines and use the same colours.

- **Web marketing campaigns**

Some specific web marketing campaigns have been done on Facebook and Google to promote the admissions. The last campaign implemented in June 2019 by an external marketing agency included Facebook Ads and Google Ads. The results were positive regarding the traffic created, but there was no impact observed on the applications for admission.

- **Promoting the French Section**

The promotion of the French Section has been a priority during the last two years. Most of the content created is translated in French (website, Facebook posts, school brochure), and specific actions to promote the French Section have been implemented: flyer dedicated to the French Section, reinforced partnership with the French Institute and the French Embassy, participation in the Francophonie Day 2018 and hosting the Francophonie Day 2019, hosting a French community event (French Afterwork), visits of the French Ambassador.

- **Development of a PR email listing**

An email listing is being developed, including contacts in embassies, international organisations, national organisations and international firms to send relevant information to be relayed (Admissions, Open School Day).

- **Communication around the new building**

Before the moving during the summer 2018, specific communication tools have been created to share more information about the new building, including a new webpage and a dedicated newsletter. Several tours were organised for parents and prospect parents. After the moving, the first actions to promote the room rental service have been implemented, with a dedicated webpage accessible in Estonian and in English.

- **Foundation Euroopa Kool**

A logo has been designed internally and a dedicated webpage created in Estonian, English and French.

Communication & Marketing Plan for 2019/2020

SEPTEMBER/OCTOBER

- **TES School Guide 2019/2020**

A school guide sent to all families via email before the beginning of the new school year where they can find all the essential information about the school and the incoming school year. The school guide will be updated and improved before every school year. [See TES School Guide 2019/2020](#)

- **Goals:**

- *To inform better all the community about the school actuality*
- *To be a more welcoming school for families and staff members*
- *To share the spirit and awareness of TES Community*

- **TES Weekly Newsletter “Weekly News”**

A unique school weekly newsletter sent to all the community every Friday with the latest news and all the info regarding the next week. There are two editions, one for the staff members, and one for the parents. All newsletters are accessible on the school website, with a link to the latest edition on the homepage. [Find the latest editions of Weekly News](#)

- **Goals:**

- *To inform better all the community about the school actuality*

- **TES Corporate roll-ups**

Three new corporate roll-ups with basic information about the school, including the website address. These roll-ups can be displayed during events inside and outside the school.

- **Goals:**

- *To reinforce our brand and identity*
- *To promote our school and its offer*

NOVEMBER/DECEMBER

- **TES Brochure and French Section Flyer (reedition)**

The brochures and French Section flyer need a reedition with the new phone numbers and some updates in the contents. The new editions will be redistributed.

- **Goals:**
 - *To reinforce our brand and identity*
 - *To promote our school and its offer*

- **Participation at the IWCT International Christmas Bazaar**

TES is present for the first time at the International Christmas Bazaar, a major charity event involving most of the international community in Tallinn. This is an occasion to promote the school and develop new contacts, although this is firstly a charity event.

- **Goals:**
 - *To promote our school and its offer*
 - *To share the spirit and awareness of TES Community*

- **New Business Cards**

New business cards with a new design for the management and some members of the administration with the updated phone numbers.

- **Goals:**
 - *To reinforce our brand and identity*
 - *To share the culture of communication with all the staff members*

- **Registration of the school in the venue list of Tallinn Convention Bureau**

Our building listed in the venue list of Tallinn Convention Bureau ([see the list](#)). TES is the only school listed there. Tallinn Convention Bureau has visited our school last year and shown great interest.

- **Goals:**
 - *To promote our school and its offer*

- **TES Christmas Concerts 2019 visuals**

One of the main events of the school year, with specific communication tools: posters, web banners and programmes. TES Christmas Concerts 2019 take place on 10 and 11 of December.

- **Goals:**
 - *To share the spirit and awareness of TES Community*
 - *To inform better all the community about the school actuality*

- **Greetings Campaign**

An animated greeting card sent to the community. It can also be sent to embassies and other contacts of the international community, including a quick information regarding admissions for the next school year.

- **Goals:**
 - *To share the spirit and awareness of TES Community*
 - *To promote our school and its offer*

JANUARY/FEBRUARY

- **New Website homepage**

The main banner of the website evolves, with html texts instead of an image (better referencing).

- **Goals:**

- *To reinforce our brand and identity*
 - *To promote our school and its offer*

- **Admissions 2020 Campaign**

The Admission campaign for the school year 2020/2021 starts. The Admissions webpage is promoted on the homepage, on Facebook, and a specific emailing is done to relay the information through all the foreign representations and companies/startups employing many foreigners.

It is also possible to relay the campaign in the AirBaltic inflight magazine [Baltic Outlook](#) (direct flights and connections all over Europe, prices from 500 euros (+VAT) for 1/3 of page). Another interesting publication to be featured is [Life In Estonia](#), a free-magazine published by Enterprise Estonia four times a year and aimed at foreign investors in Estonia.

- **Goals:**

- *To promote our school and its offer*
 - *To reinforce our brand and identity*

- **New Templates for Word and PowerPoint**

New Templates shall be used for all TES official documents (rules, plans, official communications) and presentations. The templates will be shared in .dotx and .potx formats (templates for Word and Powerpoint), and available on the school SharePoint for all staff members.

- **Goals:**

- *To reinforce our brand and identity*
 - *To share the culture of communication with all the staff members*

- **Visual communication in the school lobby**

The six exhibition panels about the school building history are replaced by new panels displaying the school values in English and in French. The designs are ready. Stickers are displayed on the stairs. The lobby should be more welcoming and valorise more our European dimension (flags, stars...).

- **Goals:**

- *To share the spirit and awareness of TES Community*
 - *To reinforce our brand and identity*

- **School Outdoor Signs**

The school needs outdoor signs. Some essential information should be present on the street side (school logo in English and translation in Estonian, address, website address) and on the railway side, on the black building, visible from the trains and Telliskivi street (school logo in English and name in Estonian, eventually website). Outdoor signs should be visible during daytime and night-time.

- **Goals:**

- *To reinforce our brand and identity*

MARCH/APRIL

- **Participation in Francophonie Day**

Francophonie Day is an event organised by the French Institute of Estonia to promote French language during the Month of Francophonie. The school should be present at every edition, although the target of the event is not necessarily ours (the event is aimed at Estonians wanting to learn French, very few English and French speakers present).

- **Goals:**
 - *To promote our school and its offer*

- **TES Open School Day 2020**

The Open School Day takes place around Spring Break, involving our teachers, pupils (tours in the building) and parents. To simplify the process, thematic rooms should be reunited in shared rooms. Invitations and registrations should be sent out before April.

IST is having its Open Doors Day on 2 April.

- **Goals:**
 - *To promote our school and its offer*
 - *To share the spirit and awareness of TES Community*

- **TES Spring Concerts 2020**

One of the main events of the school year, with specific communication tools: posters, web banners and programmes.

- **Goals:**
 - *To share the spirit and awareness of TES Community*
 - *To inform better all the community about the school actuality*

- **Updated Graphic guidelines and Communication Kit for Staff members**

Some basic principles and information for the staff members and providers (graphic designers, etc) regarding the school graphical guidelines. The files for the different templates (Word and PowerPoint), including the webmail signatures, and different versions of the school logo are included in a Communication Kit for staff members hosted on SharePoint.

- **Goals:**
 - *To share the culture of communication with all the staff members*
 - *To reinforce our brand and identity*

- **Professional photo shooting at school**

One day of professional photo shooting to show the daily school life and promote the different assets of our school (premises, equipment, teachers, pupils, ...). A particular attention should be given to valorising our building for room rental purposes. The pictures can serve for all corporate communications and marketing campaigns.

- **Goals:**
 - *To promote our school and its offer*
 - *To reinforce our brand and identity*

MAY/JUNE

- **Admissions 2020 Campaign**

A new wave of the Admissions 2020 Campaign in May, to adapt depending on the first results since the opening of admissions.

- **Goals:**
 - *To promote our school and its offer*

- **TES International Day – Europe Day**

One of the main events of the school year, with specific communication tools: posters, web banners and maps. Prospect families should be invited to join in the event.

- **Goals:**
 - *To share the spirit and awareness of TES Community*
 - *To inform better all the community about the school actuality*

- **French Afterwork at TES**

Hosting the French Afterwork – one the most Important gathering for the French-speaking community in Tallinn – is a great opportunity to attract new prospects for the French section.

- **Goals:**
 - *To promote our school and its offer*

- **European Baccalaureate Proclamation Ceremony 2020**

A dedicated communication is created for the event with a specific visual, declined in invitations and programmes.

- **Goals:**
 - *To share the spirit and awareness of TES Community*
 - *To reinforce our brand and identity*

- **Communication Strategy 2020-2022**

A new Communication Strategy developed with the management and in connection with the Development Plan.

- **TES Yearbook 2020**

The school should keep the tradition of having a yearly printed edition of its Yearbook. A working group should involve teachers, pupils, parents and administration in the edition of this year's yearbook. The project should start from January ideally. *The Yearbook is not a school edition, but a school community edition.*

- **Goals:**
 - *To share the spirit and awareness of TES Community*

- **Campaign for Testimonials**

June and the end of the school year is a good time to ask for feedbacks and testimonials, from leaving families, but not only. Links to leave a comment on Facebook and Google are shared with the families.

- **Goals:**
 - *To share the spirit and awareness of TES Community*
 - *To promote our school and its offer*

JULY/AUGUST

- **TES School Guide 2020/2021**

The School Guide is updated and sent out in the first weeks of August (ideally around Friday 14 August).

- **Goals:**

- *To inform better all the community about the school actuality*
- *To be a more welcoming school for families and staff members*
- *To share the spirit and awareness of TES Community*

- **Reorganisation of SharePoint**

All the architecture of TES SharePoint needs to be reviewed. All outdated information should be deleted, and folders reorganised, in order to help the staff members to find relevant and accurate information and documentation easily.

- **Goals:**

- *To share the culture of communication with all the staff members*
- *To be a more welcoming school for families and staff members*

ALL YEAR LONG

- **Development of Public Relations**

A listing of selected and personal contacts regularly updated to send regular information about our school, or specific targeted communications as invitations. The listing shall list as much as possible established contacts within the European School network, the foreign representations in Estonia, the international companies, the local institutions like EAS/Work in Estonia and the media. The listing is constantly updated thanks to the input of every staff members, and it is used regularly. As much as possible, personal contacts must be developed. The management of the school represents the school in events evolving the international community.

- **Goals:**

- *To promote our school and its offer*

- **Press Releases in English and Estonian**

Press Releases are sent out regularly to media and identified information relays, in English, Estonian and/or French depending on the information and target. All the press releases are also accessible on the school website.

- **Goals:**

- *To promote our school and its offer*

- **Recruitments advertisement campaigns**

Regular campaigns for recruitments are implemented in collaboration with the HR Manager. The Job Advertisement is on the dedicated webpage on the website, on the Facebook official page of the school, and on the LinkedIn page of the school. Staff members are invited every time to share the information with their respective networks. If there is a specific need, the information can also be relayed on the “Job for Expats” Facebook group. All jobs shall also be accessible on CV Keskus and CV Online platform, with relay on the Work in Estonia website.

- **Goals:**
 - *To promote our school and its offer*

- **Improvements and updates on the website**

Continuous updates and improvements are made on the school website. It is essential to keep an accurate information on all pages. Improvements can be made, including having more images and illustrations, displaying testimonials on dedicated pages or reorganising the menus to give more visibility to services (including the room rental service and day-care).

 - **Goals:**
 - *To inform better all the community about the school actuality*
 - *To reinforce our brand and identity*

- **Animation of TES social media pages**

The Facebook page is animated with regular information posted regarding the school life (at least one post per week). More attention will be given to the LinkedIn page, with more professional information shared: press releases, papers from the school director, institutional information...

 - **Goals:**
 - *To inform better all the community about the school actuality*
 - *To promote our school and its offer*

- **Weekly Info Minutes for the staff**

Teachers and other staff members gather every Tuesday in the Teachers' room during the morning breaks in order to meet and talk briefly with the deputy directors. This is an additional opportunity to share information with the staff and eventually to ask some questions directly.

 - **Goals:**
 - *To inform better all the community about the school actuality (internal)*
 - *To share the culture of communication with all the staff members*

Planning

	2019				2020							
	September	October	November	December	January	February	March	April	May	June	July	August
TES School Guide 2019/2020												
Weekly News												
Roll-ups												
TES Brochure and flyer reedition												
IWCT International Christmas Bazaar												
Registration in Tallinn Convention Bureau Venue List												
New Business cards												
TES Christmas Concerts 2019												
Greetings Campaign												
New Website homepage												
Admissions 2020 Campaign												
Word and PowerPoint templates												
Visual communication in the school lobby												
School Outdoor Signs												
Francophonie Day												
TES Open School Day 2020												
TES Spring Concerts 2020												
Graphic Guidelines and Com Kit												
Professional photo shooting at school												
TES International Day - Europe Day												
French Afterwork												
EB Proclamation Ceremony 2020												
Communication Strategy 2020-2022												
TES Yearbook 2020												
Campaign for Testimonials												
TES School Guide 2020/2021												
Sharepoint reorganisation												
Development of Public Relations												
Press Releases												
Recruitments Advertisement												
Improvement and updates Website												
Animation Social Media												
Staff Weekly Info Minutes												