



CPS COMMUNICATION PLAN

1. INTRODUCTION

The Center of Polymer Systems is a research institute active in research and development in the field of plastics and rubber processing, materials engineering and other chemical-technological fields.

Core activities:

- solution of basic and applied research projects
- significant focus on cooperation with practice, contract research
- implementation of specialized doctoral study programs

2. AIM

The aim of the CPS communication plan is to ensure that all employees, the professional and the general public and companies are informed about the activities and services of the Center of Polymer Systems. Its task is to disseminate new knowledge, results of scientific research and examples of good practice to the public. Furthermore, to popularize the results of science and research to the public, especially future applicants for study and scientific activities, but also to popularize science and research among children, youth and adults.

3. IDENTIFICATION OF THE PROJECT TARGET GROUPS

The communication plan sets out how to address and keep the target groups of the project informed, including:

- CPS employees
- TBU employees
- external partners – for example, co-investigators of projects
- investors – in the framework of contract research and the like
- professional public
- the general public



- interested in doctoral studies
- interested in lifelong learning courses

4. COMMUNICATION INSTRUMENTS

Print media – the tool is primarily used to raise awareness of CPS among all target groups. The information appears in the regional and national press. Individual topics are presented, for example, in the dailies MF DNES, Právo, Deník, Technický týdeník, etc.

Electronic media – the tool serves similarly to printed media. They are most often presented on the servers Seznam TV, Novinky.cz, IDNES.cz, IHNED.cz and the like.

Website – The Center presents itself using its own website, where it publishes not only news but also all the necessary information for those interested in studying, investors but also for the public. Website: www.cps.utb.cz.

Social Networks

Facebook: <https://www.facebook.com/polymeryzlin/?ref=bookmarks>.

Instagram: https://www.instagram.com/polymery_zlin/.

LinkedIn: <https://www.linkedin.com/company/cpsutb?originalSubdomain=cz>

Email communication – the tool is used primarily for communication with CPS employees regarding operational information, training or news. A regularly updated contact directory is used.

Participation in events – CPS regularly participates in trade fairs and other events.

5. COMMUNICATION FORMS

Press release – information provided by electronic and printed media, which inform about current events at CPS.



Interviews, reports – especially for television and radio stations. CPS most often cooperates with Czech Television, TV Seznam or Czech Radio.

Promotional materials – CPS includes a range of promotional materials from leaflets, brochures, various souvenirs and TBU promotional materials. Printed and electronic materials mainly inform about planned or past activities. The frequency of publishing these materials depends on current needs.

Press conference – providing information to the media at a press conference about interesting projects at CPS, frequency once a year.

Internal notifications – notifications using frames in lifts, notice boards or info points.

Regular meetings of employees with the management of the center – communication of strategic plans for the following period, space for questions, frequency at least once a year.

CPS Advisory Board – regular monthly meetings between management and employees, which serve to share information.

Activity report – an activity report is always issued for the past year. The report is available in electronic and printed versions.

6. IMPLEMENTATION

The PR and Marketing Specialist are responsible for the implementation of the communication plan.

CPS employees – communication takes place via e-mail communication, websites, but via internal notifications in the form of frames in lifts, notice boards or info points.

TBU employees – communication takes place primarily through the media, which help to raise awareness about CPS.

External partners – communication takes place through participation in various events using promotional materials, as well as through websites.



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Investors – communication takes place through participation in various events using promotional materials, and also through websites.

Professional public – communication takes place mainly in the form of conferences and events that are aimed at the professional public.

The general public – CPS awareness is raising through print and electronic media.

Those interested in doctoral studies – the information is promoted on the website but further communicated at the university level.

Those interested in lifelong learning – information is promoted on the website.

7. FEEDBACK

Feedback is realized in the form of questionnaire surveys within individual events.



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POPULARISATION AND COMMUNICATION PLAN FOR 2024

Event	Date	Target group	Communication tools	Person responsible for organising – the management team
CPS Advisory Board	Once a month	CPS staff	Email, website	Sedlařík, Sedláčková
Gumference	February 6, 2025	External partners, investors, members of professional public	Invitations, website, social media	Stoček
Science Fair	June 5-7, 2025	General public	Social media, website, press release	Svěráková, supervisors of research areas
K Fair	October 8-15, 2025	External partners, investors, members of professional public	Exhibition stand, roll-up, flyers, social media	Moučka, Svěráková, Sedláček
Staff meetings	June & December 2025	CPS staff	Email, website	Sedlařík, Sedláčková
Scientists' Night	September 26, 2025	The general public	Sociální síť, website, press release	Svěráková, Kuřitka
Press conference	As required	All target groups	Through the media – invitation, press release	Svěráková
News on the website	Continuously, at least once a month	All target groups	website,	Svěráková