

CPS Communication Plan

INTRODUCTION

The Centre of Polymer Systems is a research institution actively engaged in research and development in the fields of plastics and rubber processing, materials engineering, and other chemical and technological disciplines.

Key activities:

- implementation of basic and applied research projects
- strong focus on cooperation with industry, including contract research
- delivery of specialized doctoral study programmes

OBJECTIVE

The objective of the CPS Communication Plan is to ensure that all employees, the professional and general public, and companies are informed about CPS activities and services. Its purpose is to disseminate new knowledge, results of scientific and research activities, and examples of good practice to the public. Furthermore, it aims to popularize the results of science and research among the general public, especially prospective students and future researchers, as well as to promote science and research among children, youth, and adults.

IDENTIFICATION OF TARGET GROUPS

The communication plan defines methods of outreach and ongoing information sharing with target groups, which from the CPS perspective include:

- CPS employees
- TBU employees
- external partners – e.g. project co-investigators
- investors – within contract research and similar activities
- the public (professional and general)
- prospective doctoral students
- applicants for lifelong learning courses

COMMUNICATION TOOLS

Print media

Primarily used to increase awareness of CPS among all target groups. Information appears in regional and national press. Individual topics are presented, for example, in newspapers such as *MF DNES*, *Právo*, *Deník*, *Technický týdeník*, etc.

Electronic media

Serve a similar purpose to print media. Most frequently presented on platforms such as *Novinky.cz*, *IDNES.cz*, *IHNED.cz*, and others.

Websites

The Centre presents itself through its own website (www.cps.utb.cz), where it publishes news as well as all necessary information for prospective students, investors, and the general public.

Social media

- Facebook: <https://www.facebook.com/cpsutb>
- Instagram: <https://www.instagram.com/cps.utb/>
- LinkedIn: <https://www.linkedin.com/company/cpsutb>

Email communication

Primarily used for communication with CPS employees regarding operational information, training, or news. A regularly updated contact directory is used.

Shared calendar

Important activities are shared with employees via the MS Office calendar.

Participation in events

CPS regularly participates in trade fairs and other events.

COMMUNICATION FORMS

Press releases

Information provided to electronic and print media informing about current CPS activities.

Interviews, reports

Primarily for television and radio stations. CPS most often cooperates with Czech Television, TV Seznam, and Czech Radio.

Promotional materials

CPS uses a wide range of promotional materials, including flyers, brochures, various promotional items, and TBU promotional materials. Printed and electronic materials primarily inform about upcoming or completed activities. The frequency of publication depends on current needs.

Press conferences

Provision of information to the media at press conferences about interesting CPS projects; frequency as needed.

Internal announcements

Announcements displayed in frames in elevators, on notice boards, or at info points.

Regular meetings of employees with Centre management

Communication of strategic plans for the upcoming period, including space for questions; frequency at least once a year.

CPS Council

Regular monthly meetings of management with employees serving to share information.

Annual activity report

An annual activity report is published for the previous year. The report is available in both electronic and printed versions.

TARGET GROUPS

CPS employees

Communication takes place via email, the website, and internal announcements in the form of frames in elevators, notice boards, and info points.

TBU employees

Communication primarily takes place through media (Universalia, TBU website), which help raise awareness of CPS.

External partners, investors

Communication takes place through participation in various events using promotional materials, as well as via the website.

Professional public

Communication primarily takes place through conferences and events focused on professional audiences.

General public

Awareness of CPS is increased through print and electronic media.

Prospective doctoral students

Information is promoted on the website and further communicated at the university-wide level.

Applicants for lifelong learning

Information is promoted on the website.

FEEDBACK

Feedback is obtained through media monitoring and mention analysis, reach and interaction analysis (number of followers and post views), as well as questionnaire surveys conducted during individual events.

IMPLEMENTATION

Responsibility for the implementation of the communication plan lies with the UNI Promotion and Communication Department and the persons listed in the activity table below.

COMMUNICATION & POPULARIZATION PLAN FOR 2026

| Activity | Date | Target Group | Communication Tools | Responsibility |
|--|---------------------|---|--|-------------------------------------|
| Gumference | 5 Feb 2026 | External partners, investors, professional public | Invitations, website, social media | R. Stoček |
| Plastko | 22–23 Apr 2026 | External partners, investors, professional public | Invitations, website, social media, media partners | V. Sedlařík, I. Bartoníková |
| Science Fair | 4-6 Jun 2026 | General public | Social media, website, press release | P. Svěráková, R. Moučka / CPS staff |
| Researchers' Night | 25. 9. 2026 | General public | Social media, website, press release | R. Moučka / CPS staff |
| Shoemakers Live – St. Crispin and Crispinian at the Museum | 24. 10. 2026 | General public | Social media, website, press release | T. Sába |
| Employee meetings | June, December 2026 | CPS employees | Email, website | V. Sedlařík, K. Sedláčková |

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|---------------------|-----------------------------|-------------------------------|-----------------------------------|---|
| CPS Council | once monthly | CPS employees | Email, website | V. Sedlařík, K. Sedláčková |
| Press conference | as needed | All target groups | Media – invitation, press release | P. Svěráková |
| CPS website | at least once monthly | All target groups | CPS news | R. Moučka, L. Mahelová, P. Svěráková / research area guarantors |
| Instagram, FaceBook | at least once every 2 weeks | General public, CPS employees | Social media posts, networking | L. Mahelová |
| LinkedIn | at least once every 2 week | Professional public | Social media posts, networking | R. Moučka / L. Mahelová |