



International
Communication Project 2014



Mic on Tour

Your Essential Guide to ICP2014 Activities in NZ during Mic's Tour of NZ



Welcome aboard!



Meet Mic! Mic is the face of ICP 2014 activity in NZ, and will be making his way through the country, starting in Invercargill in May and finishing his journey in the far north at the end of October. We want you to make the most of your time with Mic – show him around your town or city, and be sure to tell lots of people about ICP 2014 while you're at it! Mic LOVES celebrities – he'd love to meet some local celebs where you are!

What can I do with Mic?

The sky's the limit! Mic's visit to a town near you is really just a good excuse to concentrate your efforts in raising awareness of the work you do and how communication is essential to everyone, everywhere. Take Mic to your team meeting, MDT meeting, NZSTA meeting, or any other meeting you can think of. Use his presence to prompt discussion about the ICP 2014, encourage your colleagues, friends, family, teachers, neighbours, coffee guy etc. to visit the ICP 2014 website (www.communication2014.com) and sign the Pledge of Support for the Declaration of Communication Rights. Take Mic to your local aphasia hub, and encourage people to complete a speech bubble and post it to Twitter or Facebook, using the hashtag #ICP2014. Be sure to tag us at @NZSTA.

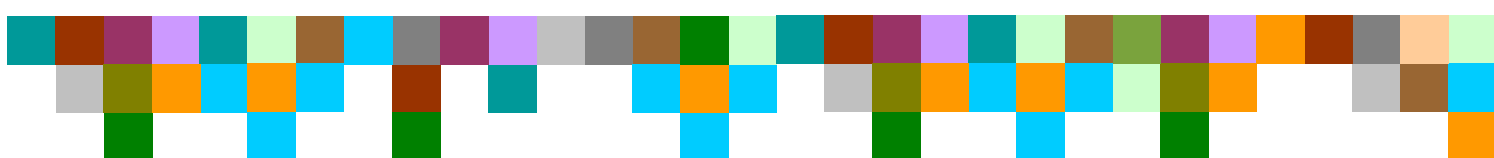
While you're at it, we want you to tweet about Mic's tour at #wheresmic. If you're not Twitter-savvy (and not quite feeling ready to jump aboard that bandwagon), email us at icpinnz@gmail.com and we'll post your activities for you. Remember, ICP 2014 is all about spreading the word, so the more social media exposure we can create the better!

If you have contacts in local media, let them know about your activities too – see our Campaign Toolkit for more information and support for approaching the media where you are.

How do I get Mic to his next destination?

Anyway you can! Included in this guide is Mic's schedule, alongside some approximate travel dates. We want you to use your local networks to get Mic around the country. Do you know someone you could meet halfway to pass Mic along the road? Do you have a local colleague who covers a neighbouring region who could move Mic up the country? Do you have a regional study day where Mic could be handed over? How about popping into your local airport or bus station and asking if there's a friendly flight attendant or bus driver who might like some company for the next leg of their journey – and while you're at it, tell them all about ICP 2014 and the amazing work you do!





Take part in the ICP if you have...

Five Minutes



- Tell your friends and colleagues about the ICP and get them to sign the Pledge at www.communication2014.com
- Post a link to the ICP website on your Facebook or Twitter account
- Take a snap of Mic out and about in your community, upload it to Facebook or Twitter and tag us: @NZSTA #ICP2014 #wheresmic

One Hour



- Take Mic to your local aphasia hub or your child's classroom, get everyone to sign a speech bubble, and make sure you upload the evidence to social media!
- Organise a silent morning tea at your school, hospital or workplace
- Organise a display of speech bubbles at your local library
- Write a letter to your local MP inviting them to visit your service (check with your employer first!)

A whole day

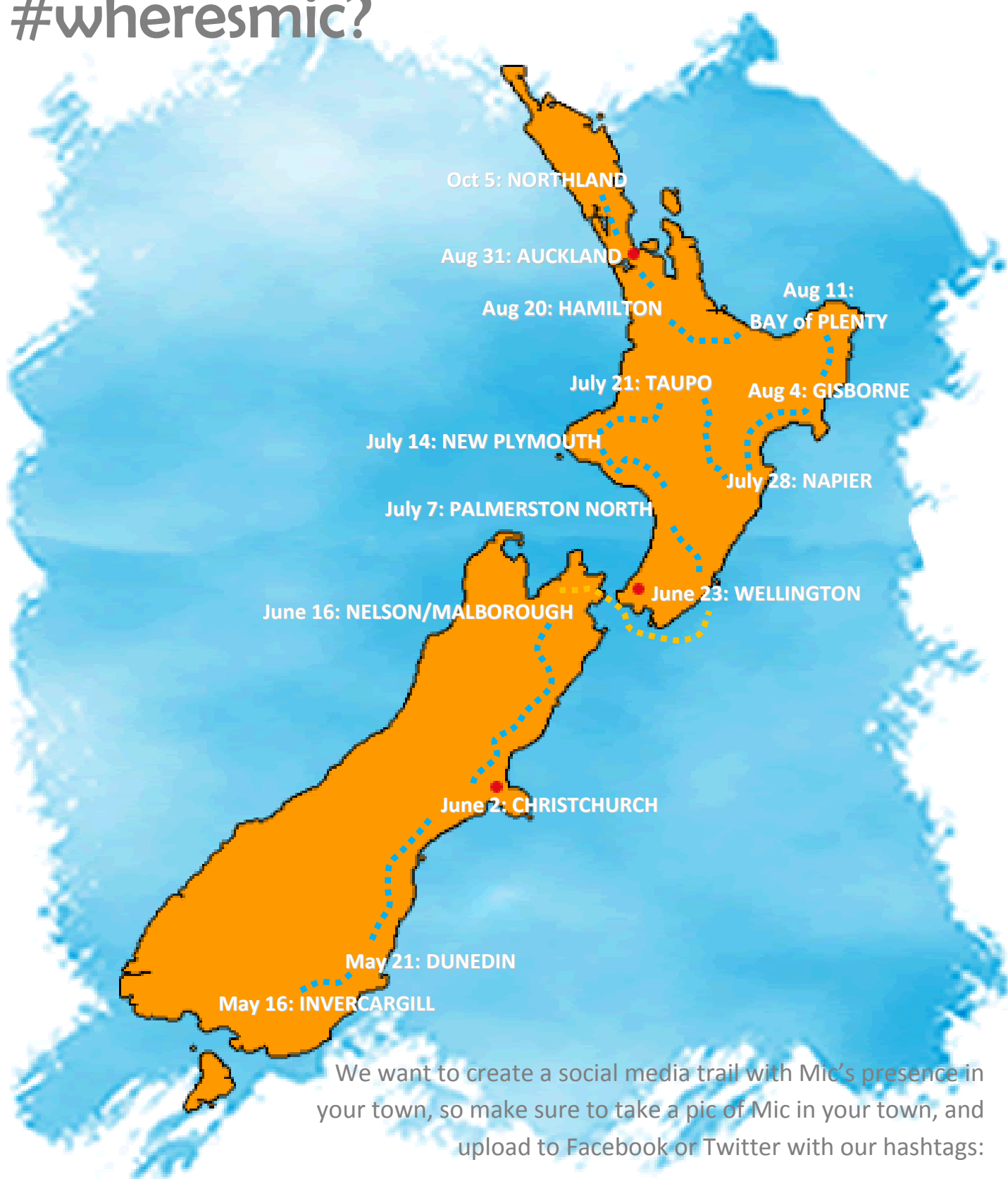


- Plan a stall in your local mall/library/town square, and use Mic to get people talking about the ICP – ask people to pose with Mic and/or a speech bubble, and post your efforts to social media
- Link in with local community groups to tell them about the ICP 2014, and plan an activity together
- Visit your local council to talk to them about ways to increase communication friendliness in your community





#wheresmic?



#ICP2014 #wheresmic @NZSTA

NB: These dates are an estimate to guide Mic's travel plans – talk to your colleagues in neighbouring areas to plan the next step on Mic's journey!

