2022-2-CY02-K<mark>A220-Y0U</mark>-00009<mark>5800</mark>

SLETTER no. 1

# BRAND GAME



Project's duration: 01/05/2023-31/04/2025

#### UNCOVER FURTHER DETAILS

- KICK-OFF MEETING
- EXPECTED RESULTS
- IMPLEMENTED ACTIVITIES



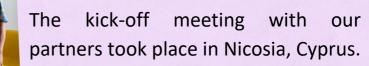
#### **ABOUT THE PROJECT**

October 2023

Brand Game addresses post-COVID challenges for young NEET women entering the job market. It focuses on empowering women to build their personal brand through training materials and hands-on challenges, facilitating experiential learning for market readiness.

Brand Game aims to create personal branding training for develop women, young collaborative Minecraft game for motivation, and establish а communication hub connecting job/training providers with seekers.

## **KICK-OFF MEETING**

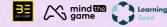


### TOPICS

- Project Overview: Objectives, Target Groups, Results, Work allocation
- Demonstration of the project management tool
- **Promotion Plan & Activities**
- Setting deadlines and discussing about milestones



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