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1. Publicity

1.1. Stentor

Jesse Bouwman got in touch with a editor of the Zwolse courant de Stentor. After some email contact we planned a meeting to have an interview about Willy and the background of Willy. Joep Boerboom came and we have had some nice conversations about Willy and the future of our robot. The article and the photo of Willy can be found on the website of de Stentor:

<https://www.destentor.nl/zwolle/studenten-windesheim-maken-pratende-schoonmaakrobot~aa713925/>

1.2. Windesheim newspaper Win'

After the article from de Stentor we got response from the Win' newspaper by email. The Win' crew

read our article and they became interested to write something about Willy too. After some email contact we planned a meeting and gave an interview. Also the photograph took some pictures of our Willy. The article can be read on the following web page.

<https://www.hogeschoolkrantwin.nl/2018/05/17/afvalrobot/>

1.3. Media plan

A media plan was created to improve publicity for Willy. This was presented to the product owner and used throughout the project. If future groups want to use the media plan to create more publicity it can be found on the drive of the project group of 2019 Q1/Q2.

1.4. Showcase at open day

Willy was showcased at the open day of November 2019. Here the project group showed Willy to future students who were interested in HBO-ICT. This was one of the ideas that came from the mediaplan that was made to insure more publicity for Willy.