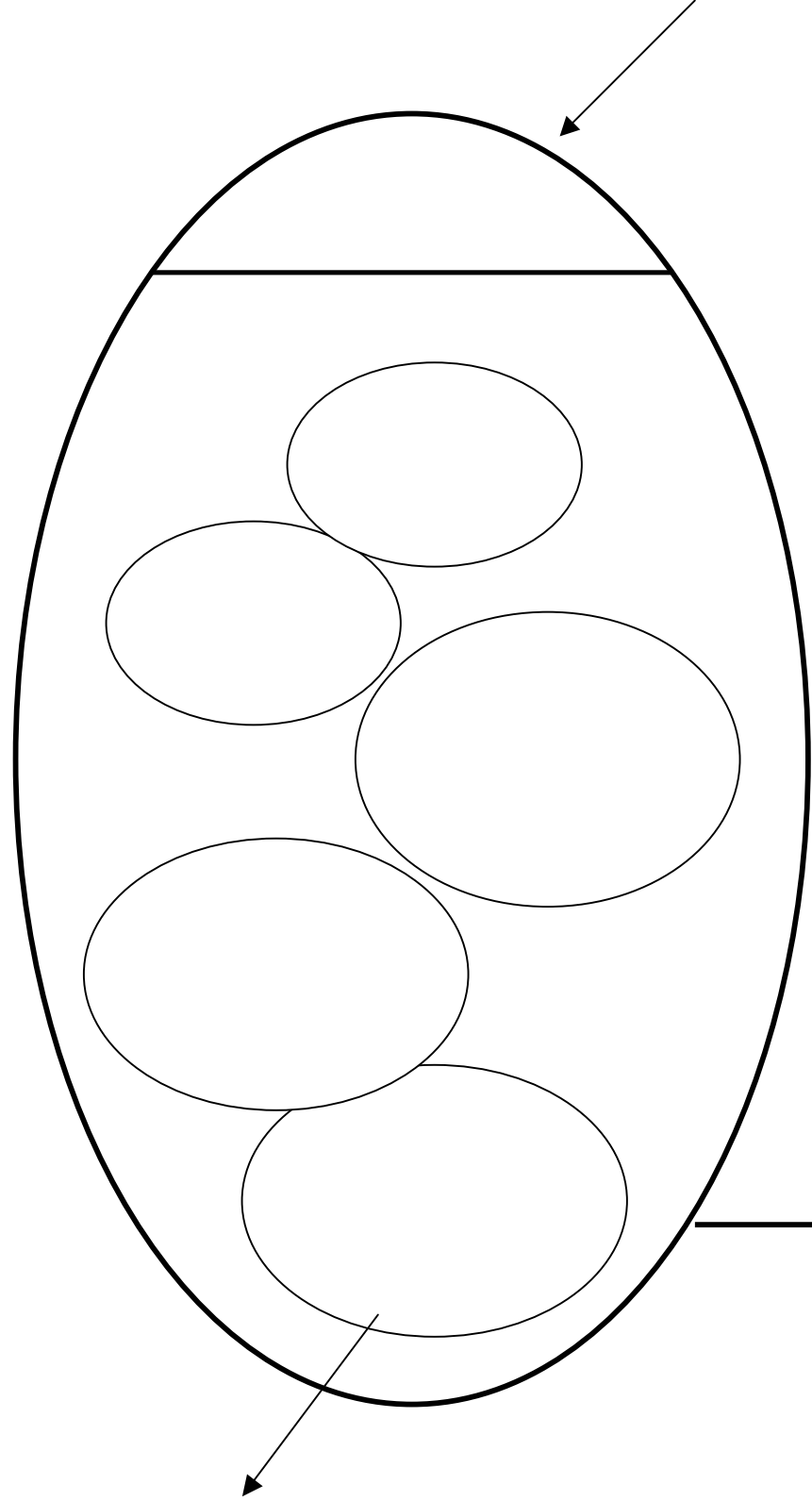


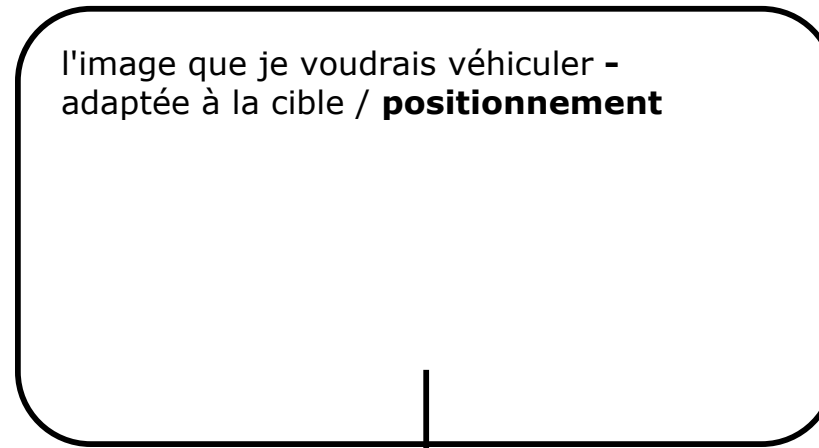
titre :

1) communiquer A QUI ?

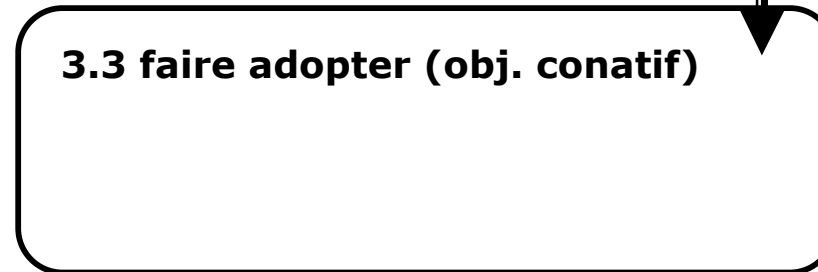
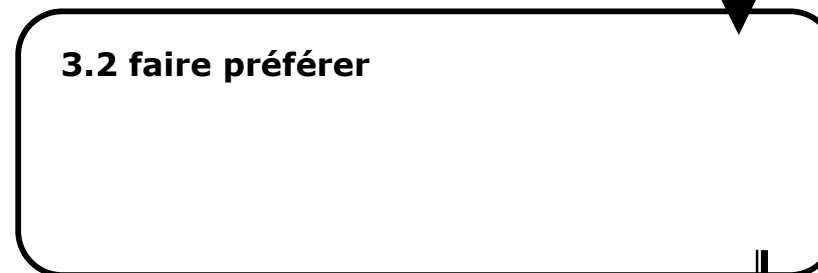


Cible choisie :

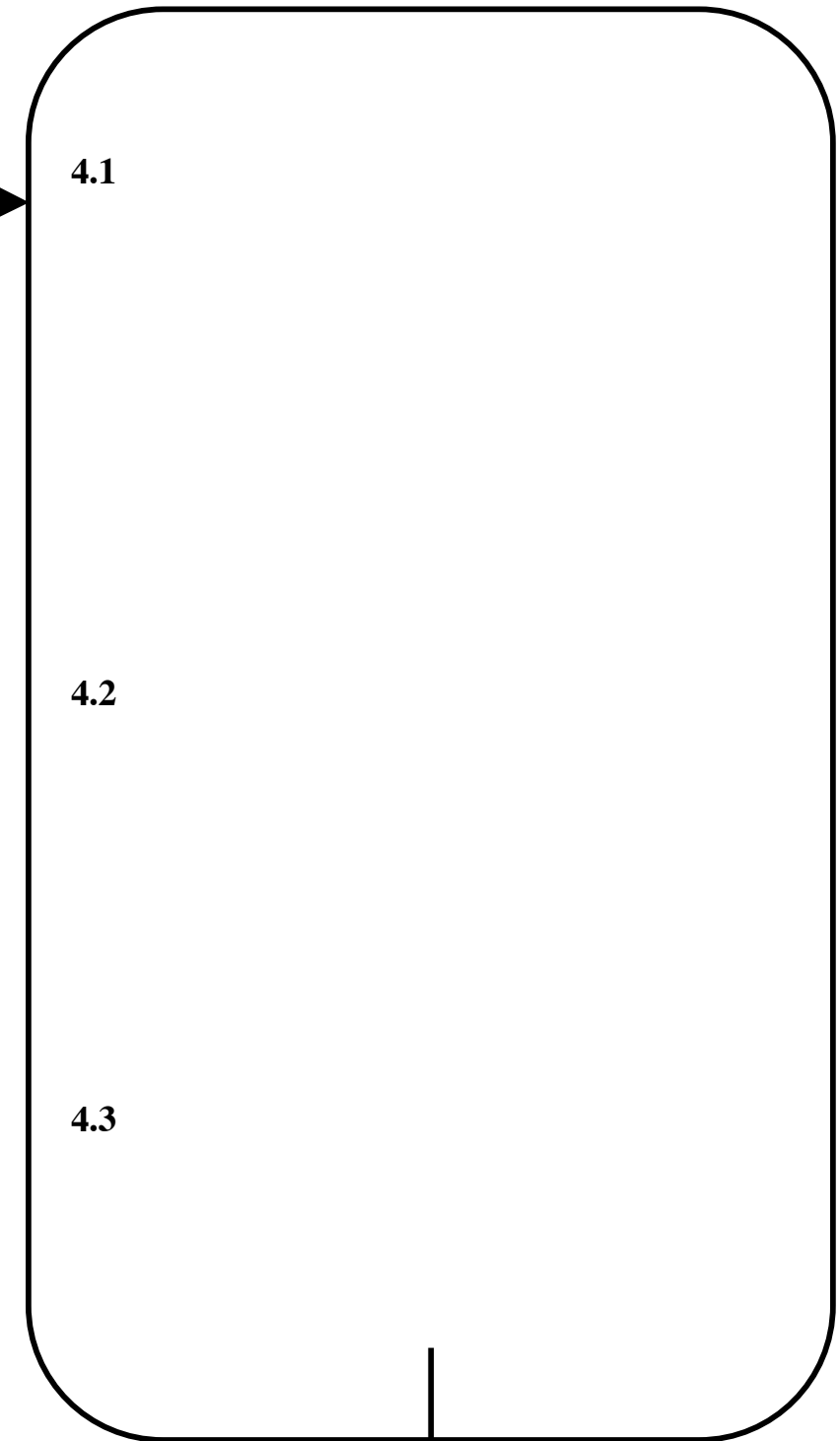
2) communiquer QUOI ?



3) QUELS OBJECTIFS ?



4) COMMENT ?



5) MESURER EFFICACITE

