

### **What worked well in our teams?**

For the Berlin group, I think that what worked well was brainstorming, carrying out our ideas, teamwork (we supported each other and so on) not only within our Ghandi group, but across the different groups as well (e.g. If we needed posters made for our taste test, the visualists and creatives were quick to create them)

Well for the Missoua group I would say that doing the flashmob worked well, and making a Facebook page to promote "TapThatMontana".

It was also good to give everybody individual tasks to complete for the success of the whole campaign. It made people a lot more invested and responsible for their actions... It also gave everybody something to do instead of some people just riding out the campaign.

Our method of teamwork was really successful-- we split up our offline and online activism. So some people really worked on the online component and some were more involved in the offline events. Then we coordinated. It made things much more focused and straightforward.

By the end the ideas to get more comments and likes also worked pretty good.

### **As for what we think we achieved:**

We were able to carry out successful offline events that were then able to help create more traffic in the social media aspect of our campaign i.e. the fb page. Also, not only were we able to raise awareness about the issue, we also have been able to get people more involved beyond just clicking "like" on fb e.g. the petition for water fountains at FU

The flash mob idea was a really great and successful way to get the word out.

### **What could have been done better?**

I think personally as "group leaders" for the offline activism, Rebecca and I could have distributed out more tasks to different people, instead of just trying to handle more than we could chew at points... I think we could definitely have used the group to more of its full potential, and I think some people might have wanted a larger role, and we just didn't realize it.

On a separate note, I think it was interesting to see how in getting likes on the facebook page, you actually needed to do a lot of offline activism. Often it wasn't enough to just post on people's walls. most of the people I know who liked our page liked it because I talked about it personally with them. Had I realized this at the beginning, I personally would have done a lot more offline activism to help our online component have more success.

YES. We could have done a lot more offline activism to get the word of TapThatMontana out there. Also our posters were not used to their best potential! We wasted the posters in the sense they were good for two days and didn't really convey a message. We totally could have used them to promote our group better and last a longer time instead of just a weekend.

It was hard though at points to know EXACTLY what you needed/could do, so this whole campaign was a big lesson. A very useful one, though.

I think we had kind of a similar problem with communication. I felt a little bit like there was a lack of response and engagement from the Berlin group in terms of communicating with each other on fb. I remember how Henriette asked the berlin group if we wanted to also do a flash mob but no one from the berlin group really acknowledged her question and replied to her on fb. So, we definitely could've utilized the social media aspect more in a way.

### **Flash mob and taste test:**

Well, for the taste test, it was a lot of planning, but I felt like on the actual day of the test everything went smoothly b/c everyone helped out and we all made sure to help each other out.

That's good! I agree that in Missoula, the teamwork on the day of the flash mob was really smooth.

### **How did we benefit from the interaction between the two classes?**

Personally I think it was a GREAT way to see the difference between two classes in two different countries, and the different ideas we came up with. It was nice having this Ghandi group. And honestly, I felt really inspired seeing what was happening in Berlin. It was interesting to see what worked well for you guys, and what didn't work so well, and to talk to you guys about it. The taste test was super interesting. Yeah, especially since we had different ways of going about it. It was nice to see how successful both the campaigns became.

I think on that first day when we used the pirate pad/ facebook chat it was a great way to come up with ideas and see what others in a totally different country were thinking. That was where some of our best ideas came about. It got us started on the right track and our group works well together.

Exactly! I also agree. It was great having the American group to work with since we had something to compare our campaign to but also we were able to borrow ideas from each other and use them for our respective campaigns.

Definitely! And since some of us in Missoula are continuing on with this campaign, we have double the amount of lessons about how to carry out successful campaigns because of our interactions with all you Berliners.