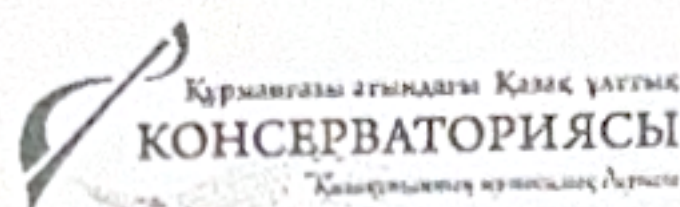


Қазақстан Республикасы
Мәдениет және ақпарат
министрлігі
«Құрманғазы атындағы Қазақ
ұлттық консерваториясы» РММ



Kurmangazy Kazakh National
Conservatory
Republic of Kazakhstan
Ministry of Culture and Information

ЖОСПАР

PLAN

29.08.2025

date

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№ APDIP 03-25

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APPROVED by:

Head of the Rector's Office

Kurmangazy Kazakh National
Conservatory

Ministry of Culture and Information of
the Republic of Kazakhstan

V. Sirotin

2025



ANNUAL PLAN OF THE DEPARTMENT OF INFORMATION POLICY AND MARKETING FOR THE 2025-2026 ACADEMIC YEAR

Prepared by:			
Head of the Department of Information Policy and marketing		A. Sharip	29.08.2025
Approved by:			
Head of the Project Office of Quality Management, Internal Audit and Strategic Planning		A. Sarymsakova	29.08.2025
Compliance officer		G. Jaguparova	29.08.2025
Position	Signature	Full name	Date

№	Activities/Department Name	Responsible Person	Deadlines	Description of Results / Completion Notes
1	Ensuring continuous operation of the conservatory's website – conservatoire.edu.kz	Head and staff of the department	02.09.2025-29.08.2026	Results of the conservatory's website performance
2	Publishing necessary documents on the website (regulations, academic programs, orders, class schedules, exam schedules, CVs, posters, etc.)	Department staff	02.09.2025-29.08.2026	Results of the conservatory's website performance
3	Processing and publishing information about events organized by the conservatory in the «News» section of the conservatory's website	Head and staff of the department	02.09.2025-29.08.2026	Results of the conservatory's website performance
4	Preparing and publishing content on the conservatory's social media pages (Facebook, Instagram, TikTok)	Head and staff of the department	02.09.2025-29.08.2026	Results of the conservatory's social media performance
5	Development of letters and congratulatory messages on behalf of the Conservatory	Head of the department	02.09.2025-29.08.2026	Conservatory email, (Facebook, Instagram)
6	Translation support of the Conservatory's internal regulatory documents	Department staff	02.09.2025-29.08.2026	Conservatory website (documents), social media posts, email correspondence
7	Photo and video coverage of important events held at the Conservatory	Department staff	02.09.2025-29.08.2026	Conservatory website, Facebook, Instagram, TikTok, YouTube
8	Interaction with mass media	Head of the department	02.09.2025-29.08.2026	Conservatory website (section "Media about us")
9	Updating and optimizing the conservatory's website in line with current data	Head and staff of the department	02.09.2025-29.11.2026	Results of the conservatory's website performance
10	Implementation of a media campaign on the eve	Head and staff of the department	02.09.2025-13.12.2026	Conservatory website, Facebook, Instagram, TikTok
11	Creating and shooting musical and educational video content for the conservatory's YouTube channel	Head and staff of the department, faculty deans, department heads, student media community	01.10.2025-30.06.2026	Results of the YouTube channel performance