

## Workshop: “Communication for EU Projects”



<p>April 1<sup>st</sup> 2020            09:00 – 13:00</p>	<p>April 2<sup>nd</sup> 2020            09:00 – 13:00</p>
<p><b>1. Introduction to communication in European projects nowadays Why communicate?</b></p> <ul style="list-style-type: none"> <li>- The growing role of communication globally</li> <li>- From FP7 to Horizon 2020 and Horizon Europe: evolving role of communication</li> <li>- The incorporation of Social Sciences and Humanities (SSH)</li> </ul> <p><b>2. Types of EU projects (H2020, Amif, Lobbies, Erasmus +...)</b></p> <ul style="list-style-type: none"> <li>- How to adjust your communication strategy?</li> </ul> <p><b>3. Connection with Global Campaigns</b></p> <ul style="list-style-type: none"> <li>- SDGs - EU Green Deal - Gender Balance - Specific campaigns</li> </ul> <p><b>4. Obligatory requirement</b></p> <ul style="list-style-type: none"> <li>- Contractual obligations and rules to follow</li> <li>- What is formally required? : Before, during and after your project</li> </ul> <p><b>5. Working with EU Consortiums</b></p> <ul style="list-style-type: none"> <li>- Difference in the approach compared to usual commercial relations</li> </ul>	<p><b>1. PR / Media relations and Social Media management</b></p> <ul style="list-style-type: none"> <li>- The different roles and communication rules</li> <li>- The 6 W</li> <li>- Media mapping</li> <li>- The opportunity of international events (Environment Day, ICT conference, COP...)</li> </ul> <p><b>2. Create impactful messages</b></p> <ul style="list-style-type: none"> <li>- Rules of an effective message</li> <li>- Engaging with your audience: Storytelling</li> <li>- Thinking outside the box</li> <li>- Practical case</li> </ul> <p><b>3. Products:</b></p> <ul style="list-style-type: none"> <li>- Website - Audio-visuals - testimonials</li> <li>- Design products: factsheets / reports - SM posts – Articles</li> <li>- Newsletters</li> <li>- GDPR</li> </ul> <p><b>4. Events</b></p> <ul style="list-style-type: none"> <li>- Define the most appropriate date / venue</li> <li>- Key moments to invite media / experts / record interviews - Brokerage events</li> <li>- Final conference</li> </ul>

- Need of an adapted planning - Overcoming cultural / linguistically barriers
- Partners involvement

#### **6. Communication plan**

- Building your own communication strategy – a checklist
- Tips for a winning communication plan

#### **7. Timeline & Planning**

- Gantt diagram
- Building your calendar

#### **8. Communication / Dissemination / Exploitation**

- Definitions, objectives and differences
- Practical case

#### **9. Target audience & Channels strategy**

- How to select your audience?
- Understanding your audience and adapting the message
- Channels selection and how to use them properly
- Practical cases

***Q & A Session***

#### **5. Measure the impact / Goals and assessment**

- Define the right KPIs
- Monitor, evaluate and follow-up the results
- Mid-term / continuous / final report

#### **6. Final exercise: put in practice**

- Write a communication plan

#### **7. Course conclusion**

***Q & A Session***