

## Online training on “Communication for EU Projects”



September 23 <sup>rd</sup> , 2026 09:00 – 11:30	September 24 <sup>th</sup> , 2026 09:00 – 11:30
<p><b>1. Introduction to communication in European projects nowadays</b></p> <ul style="list-style-type: none"> <li>- The growing role of communication globally</li> <li>- From FP7 to Horizon Europe: evolving role of communication</li> <li>- The incorporation of Social Sciences and Humanities (SSH) and RRI.</li> <li>- AI in EU Projects.</li> </ul> <p><b>2. Types of EU projects (Horizon Europe, Amif, Life, 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 requirements</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> <li>- Need of an adapted planning – Overcoming cultural /linguistical barriers</li> <li>- Partners involvement</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>- Media relations</li> <li>- The opportunity of international events (Environment Day, ICT conference, COP...)</li> <li>- Channels strategy</li> </ul> <p><b>2. Create impactful messages in the digital era</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 cases</li> </ul> <p><b>3. Content production</b></p> <ul style="list-style-type: none"> <li>- Website - Audio-visuals - testimonials</li> <li>- AI solutions</li> <li>- Design products: factsheets / reports - SM posts – Articles</li> <li>- Newsletters</li> <li>- Apps</li> </ul> <p><b>4. Events</b></p> <ul style="list-style-type: none"> <li>- Define the most appropriate date / venue / format</li> <li>- Key moments to invite media / experts / record interviews – Brokerage events</li> <li>- Final conference</li> </ul>

**6. Communication plan**

- Building your own communication strategy – a checklist
- Tips for a winning communication plan
- The 6 W

***Q & A Session***

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

- Define the right KPIs
- Impact and post-project comms
- Monitor, evaluate and follow-up the results
- Mid-term / continuous / final report
- Voluntary exercise

***Q & A Session***