

Workshop: “Communication for EU Projects”



November 30th 2021 09:00 – 11:30	December 1st 2021 09:00 – 11:30
<ol style="list-style-type: none"> 1. Introduction to communication in European projects nowadays <ul style="list-style-type: none"> - The growing role of communication globally - From FP7 to Horizon 2020 and Horizon Europe: evolving role of communication - The incorporation of Social Sciences and Humanities (SSH) 2. Types of EU projects (H2020, Amif, Lobbies, Erasmus +...) <ul style="list-style-type: none"> - How to adjust your communication strategy? 3. Connection with Global Campaigns <ul style="list-style-type: none"> - SDGs - EU Green Deal - Gender Balance - Specific campaigns 4. Obligatory requirements <ul style="list-style-type: none"> - Contractual obligations and rules to follow - What is formally required?: Before, during and after your project 5. Working with EU Consortiums <ul style="list-style-type: none"> - Difference in the approach compared to usual commercial relations 	<ol style="list-style-type: none"> 1. PR / Media relations and Social Media management <ul style="list-style-type: none"> - The different roles and communication rules - The 6 W - Media mapping - The opportunity of international events (Environment Day, ICT conference, COP...) 2. Create impactful messages, Communication adaptation to COVID-19 <ul style="list-style-type: none"> - Rules of an effective message - Engaging with your audience: Storytelling - Thinking outside the box - Practical cases 3. Products: <ul style="list-style-type: none"> - Website - Audio-visuals - testimonials - Design products: factsheets / reports - SM posts – Articles - Newsletters - GDPR 4. Events <ul style="list-style-type: none"> - Define the most appropriate date / venue / format - Key moments to invite media / experts / record interviews - Brokerage events

- 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. Communication / Dissemination / Exploitation

- Definitions, objectives and differences
- Practical case

8. 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

- Final conference

5. Measure the impact / Goals and assessment

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

Q & A Session