Cámara
Official Spanish Chamber of Commerce
in Belgium and Luxembourg

Online training on "Communication for EU Projects"



May 26th, 2027 09:00 – 11:30	May 27th, 2027 09:00 – 11:30
1. Introduction to communication in European projects nowadays - The growing role of communication globally - From FP7 to Horizon Europe FP10: evolving role of communication - The incorporation of Social Sciences and Humanities (SSH) and RRI. - Comms perspectives at the new MIFF / European Competitiveness Fund - AI in EU Projects. **2. Types of EU projects (Horizon Europe, Amif, Life, Erasmus+, ...)** - How to adjust your communication strategy? **3. Connection with Global Campaigns** - SDGs - EU Green Deal/Clean Industrial Deal - Gender Balance - Specific campaigns **4. Obligatory requirements** - Contractual obligations and rules to follow - What is formally required? Before, during and after your project **5. Working with EU Consortiums** - Difference in the approach compared to usual commercial relations - Need of an adapted planning – Overcoming cultural /linguistical barriers - Partners involvement	**1. PR / Media relations and Social Media management** - The different roles and communication rules - Media relations - The opportunity of international events (EU Gren Week, ICT conference, COP...) - Channels strategy **2. Create impactful messages in the digital era** - Rules of an effective message - Engaging with your audience: Storytelling - Thinking outside the box - Practical cases **3. Content production** - Website - Audio-visuals - testimonials - AI solutions for Comms & Products - Design products: factsheets / reports - SM posts – Articles - Newsletters - Apps **4. Events** - Define the most appropriate date / venue / format - Key moments to invite media / experts / record interviews – Brokerage events - Final conference

6. Communication plan - Building your own communication strategy – a checklist - Tips for a winning communication plan - The 6 comms plan 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***