



Agenda

Interreg Europe Communication seminar

30 May 2017
Barcelona (Venue tbc)

Projects on:



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TUESDAY, 30 MAY	
09:00	Registration
09:30	Communication requirements and reporting
10:00	Tips and advice on media Project storytelling - part I
11:00	<i>Coffee break</i>
11:30	Tips on social media Project storytelling - part II
12:30	<i>Lunch break</i>
14:00	Project storytelling - part I Tips and advice on media
15:00	<i>Coffee break</i>
15:30	Project storytelling - part II Tips on social media
16:30	World Café: Topics suggested by participants
17:30	End of the seminar
18:00	<i>Networking cocktail</i>

About the sessions

Communication requirements and reporting

This session is a reminder on the EU and programme requirements for project communication. You will also learn more about reporting on communication activities.

Learning outcomes:

- What are EU and programme requirements for project communication?
- How to report on communication?
- Meaning of key communication indicators

Tips and advice on media

This session will give you helpful tips on how to reach out to journalists and get your project stories published. The second part will focus on social media and their efficient use to reach the project's communication goals.

Learning outcomes:

- How to write an effective press release?
- The best tips to keep media relations working
- How do social media fit into the project's activities?
- How to use social media effectively?
- How to select social media for your project?

Project storytelling

In this session you will go through the main principles of storytelling and shape your project pitch and project story.

Learning outcomes:

- How to present the project work/ topic/ focus in an appealing way?
- What language and tone to use?
- How to choose the project message(s)?
- What will make people interested in your project?

World Café: Topics suggested by participants

To extend your learning and sharing on project communication, we suggest an hour of 'World Café' discussions. In a small group formed on the spot, you can share experience on topics of your choice and interest.

Some suggestions are listed below:

- **Events.** How to make events meaningful and interesting? What types of events to organise?
- **Collaboration tools.** What tools to use to ease the information exchange among the project partners?
- **Communication campaigns.** What campaigns to plan and how to implement them?
- **Communication strategy evaluation.** How and when to evaluate communication activities?

Suggest your own topic!

Meet the communication team



Irma Astrauskaitė

Coordinator - Communication and Contact Points



Petra Polášková

Communication Officer



Laura Uotila

Communication Officer



Joséphine Mazy

Communication Assistant